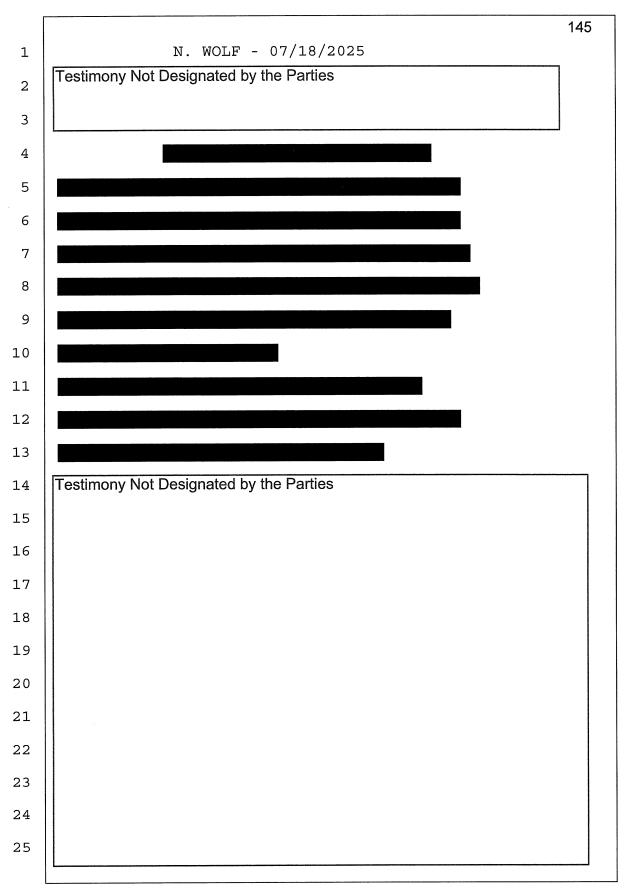
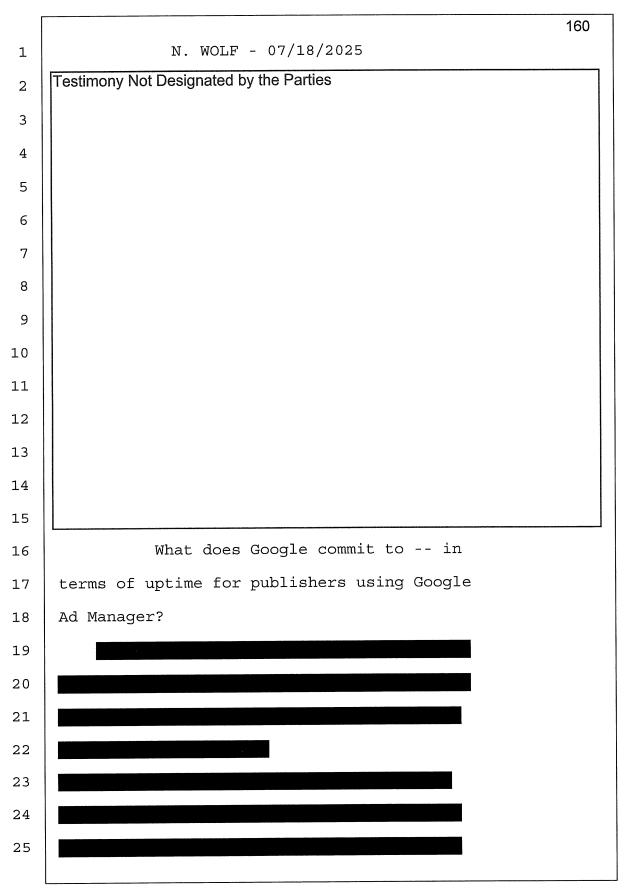
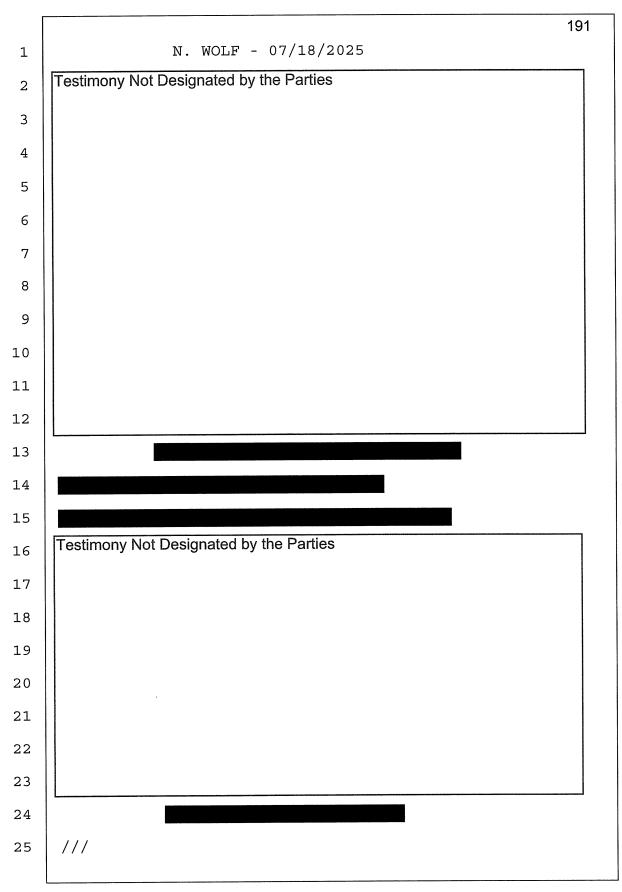
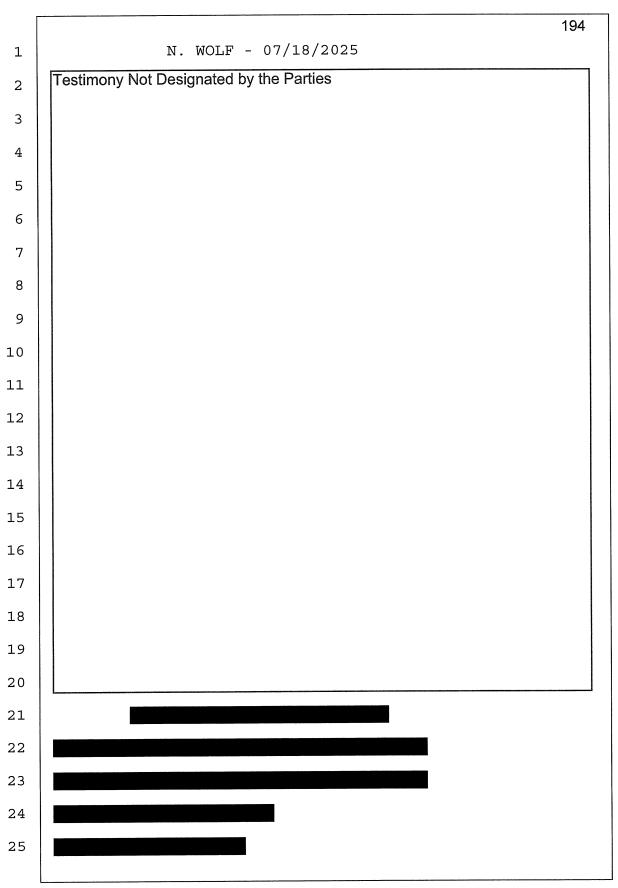
```
IN THE UNITED STATES DISTRICT COURT
1
            FOR THE EASTERN DISTRICT OF VIRGINIA
2
3
                    ALEXANDRIA DIVISION
5
     UNITED STATES OF AMERICA,
     et al.,
 6
           Plaintiffs,
7
                                ) Case No.
           -vs-
                                ) 1:23-cv-00108-LMB-
8
     GOOGLE, LLC,
                                  JFA
9
          Defendant.
10
11
12
13
                VIDEO RECORDED EXAMINATION
14
                       OF NOAM WOLF
15
16
17
                          TAKEN ON
18
                    FRIDAY, JULY 18, 2025
19
20
21
22
    CERTIFIED STENOGRAPHER:
      JESSIE WAACK, RDR, CRR, CCRR, NYRCR, NYACR,
23
      CCR-NJ (No. 30XI008238700) CSR-TX (No. 11958)
      CCR-WA (No. 21007264), CSR-CA (No. 14420),
24
      REALTIME SYSTEMS ADMINISTRATOR
      JOB NO.: 990847
25
```

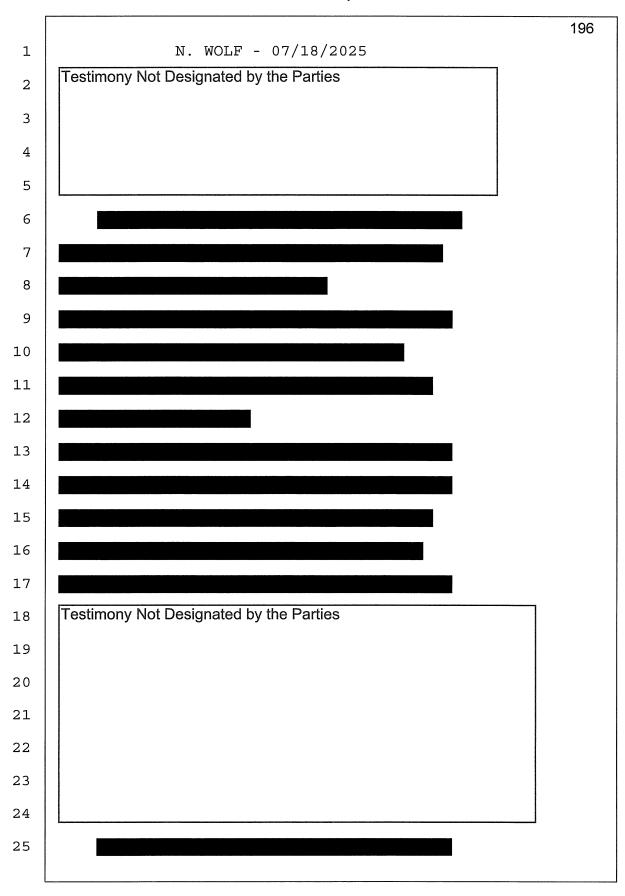


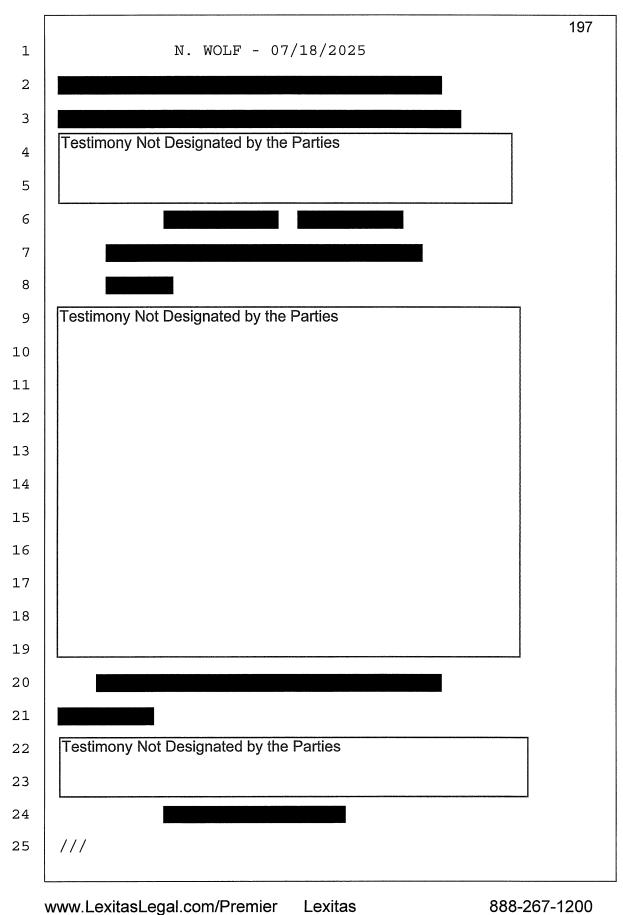


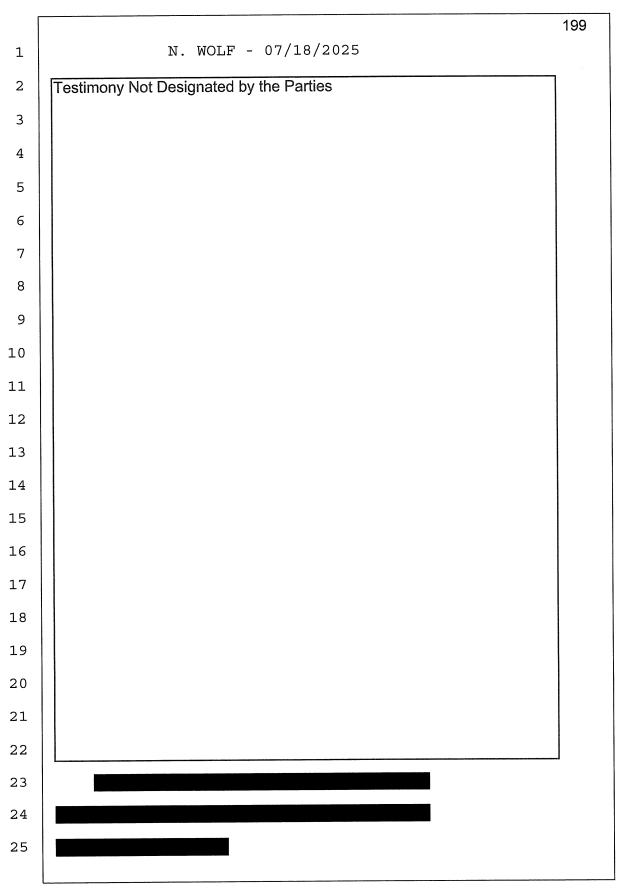




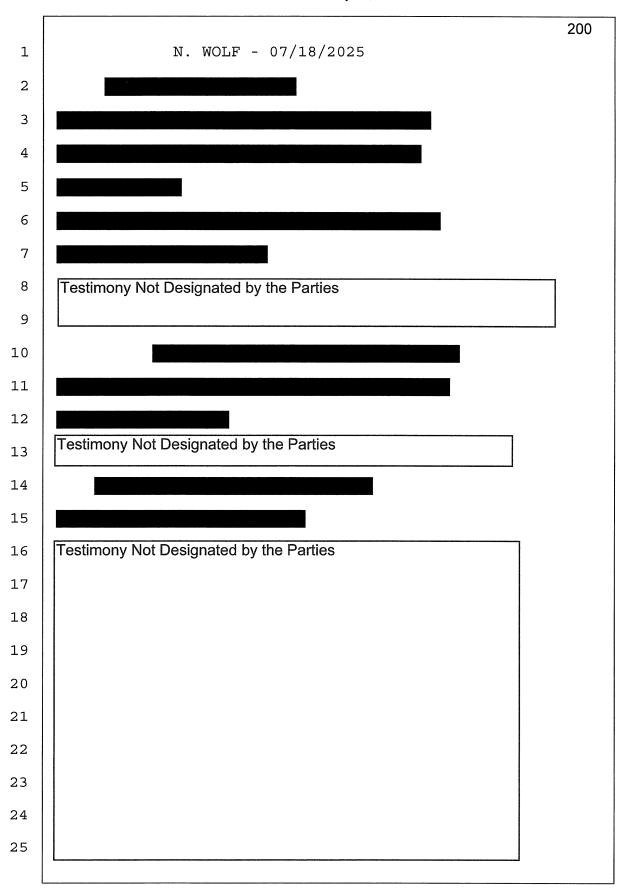
		195
1	N. WOLF - 07/18/2025	
2		
3	Testimony Not Designated by the Parties	
4		
5		
6		
7		
8		
9	Testimony Not Designated by the Parties	
10		
11		
12		
13		
14		
15		
16		
17		
18		
19		
20		
21		
22		
23		
24		
25		

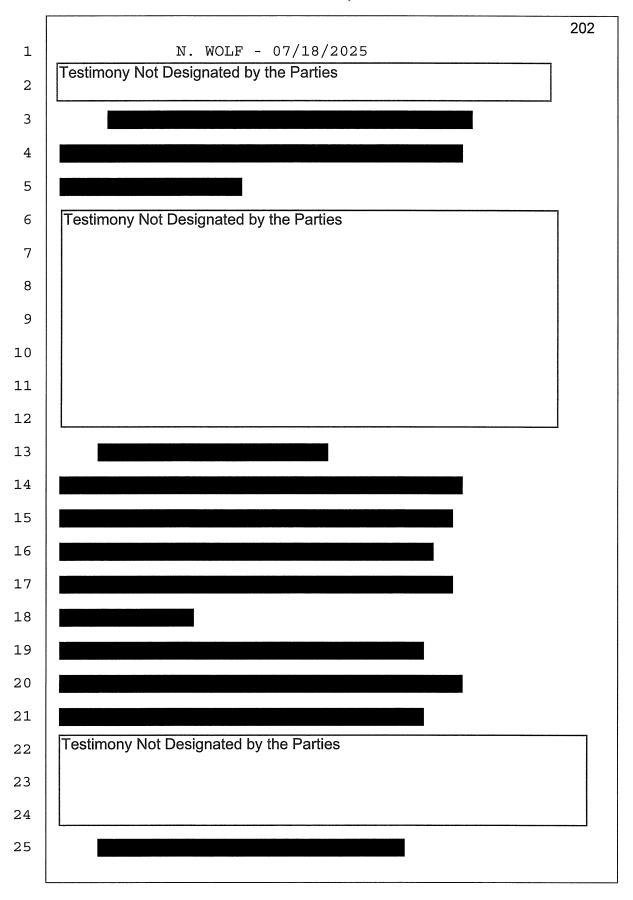




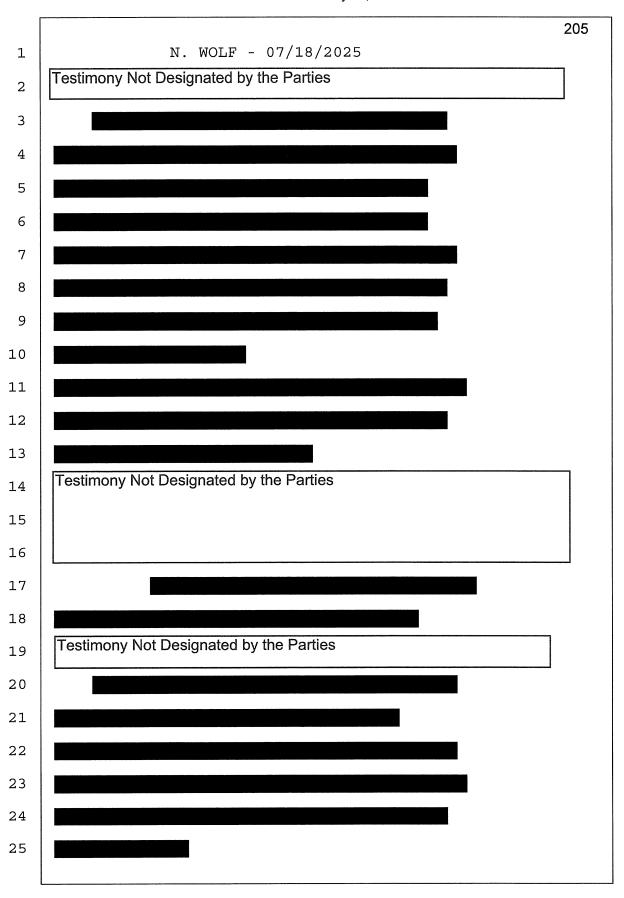


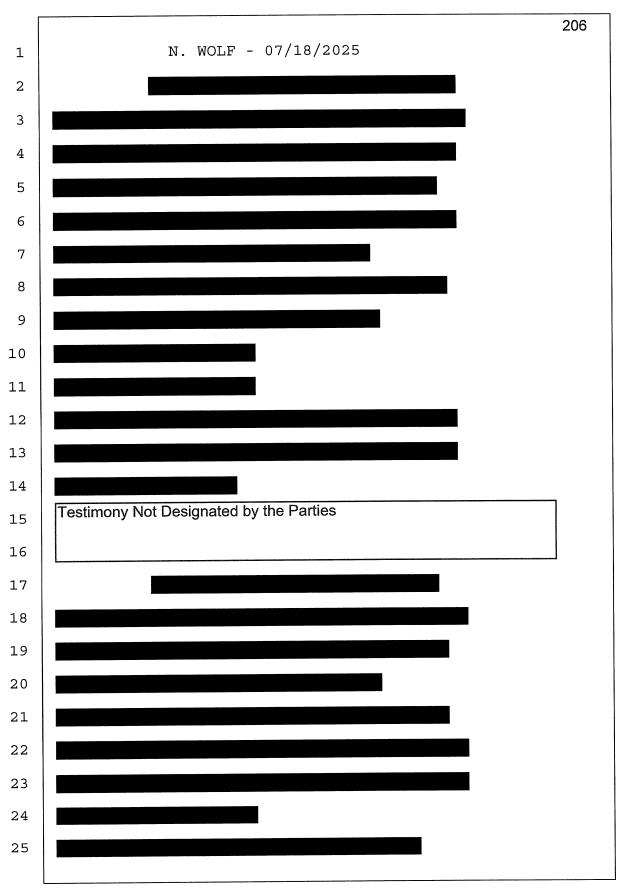
Lexitas

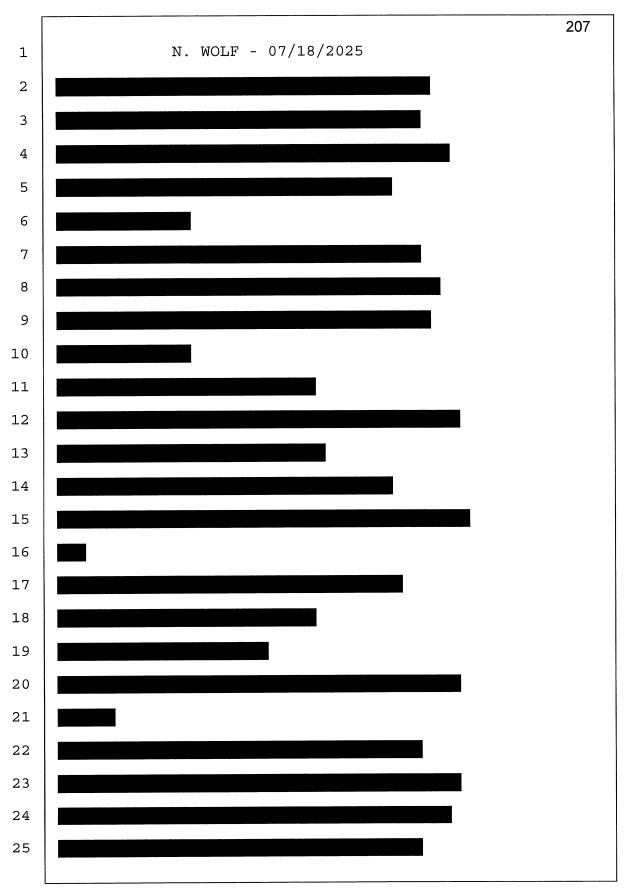


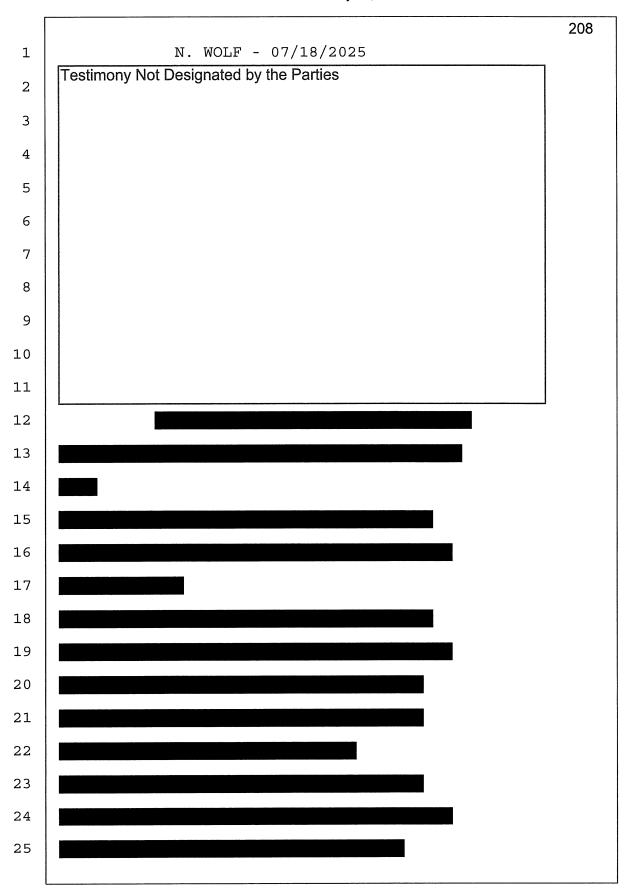


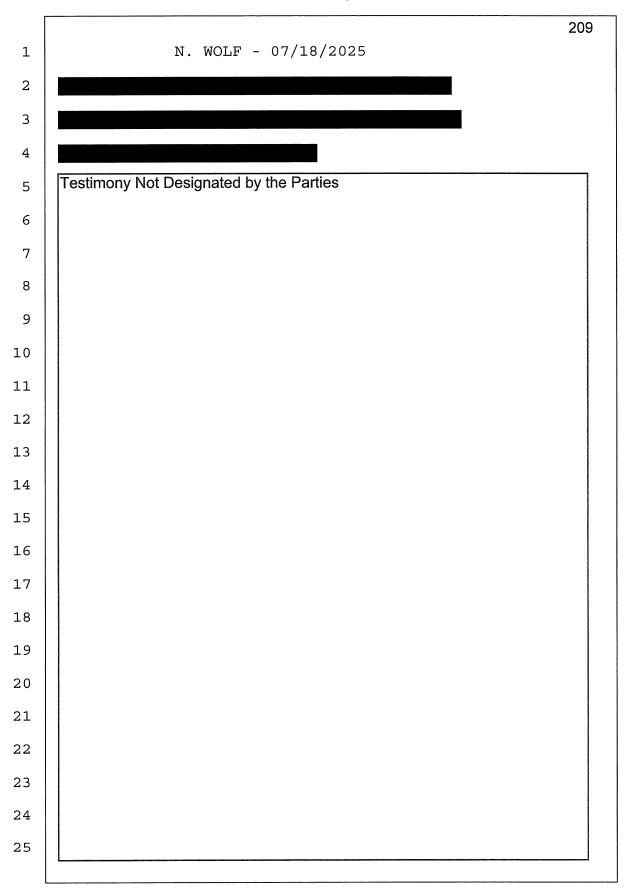
```
203
                     N. WOLF - 07/18/2025
 1
 2
      Testimony Not Designated by the Parties
 3
 4
 5
 6
 7
 8
 9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25
```

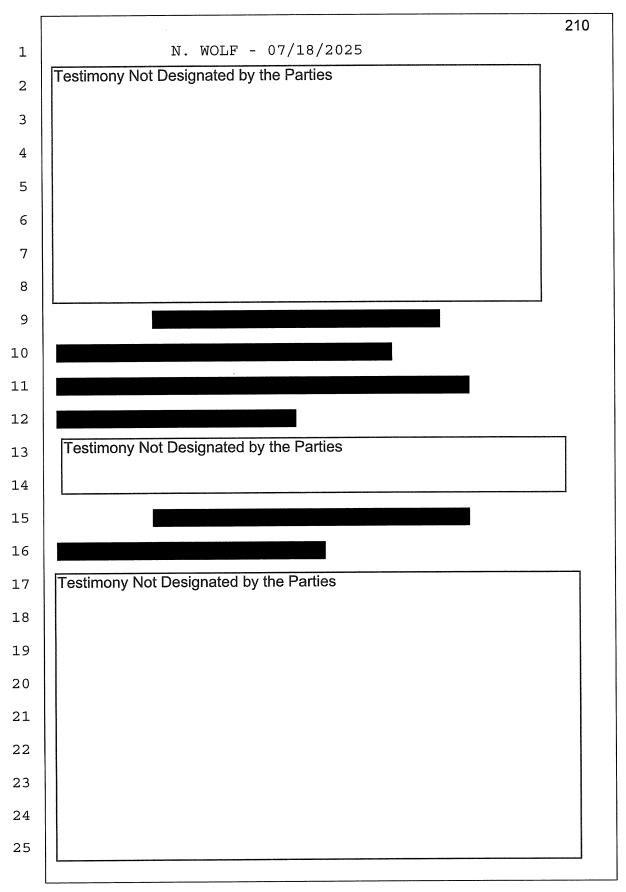




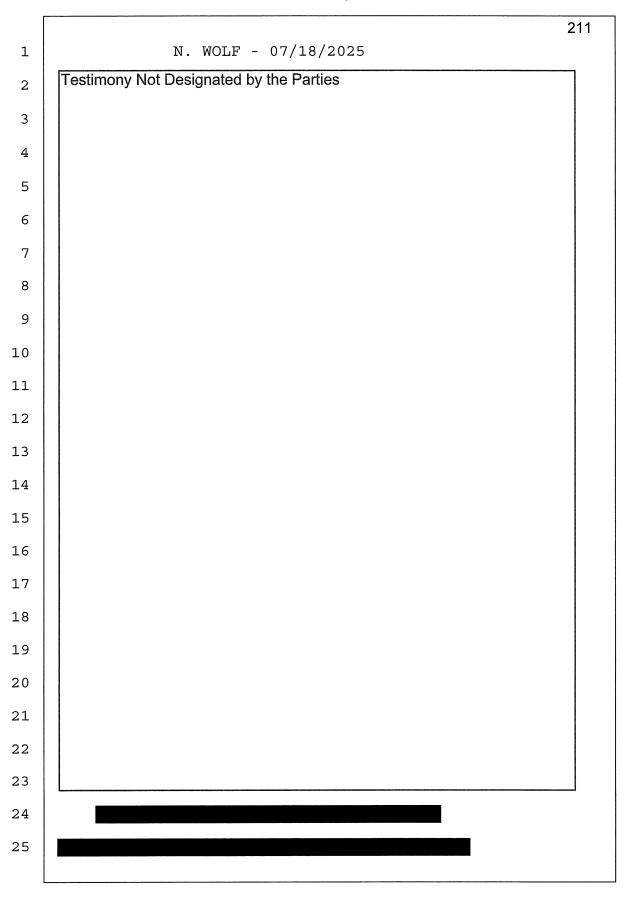


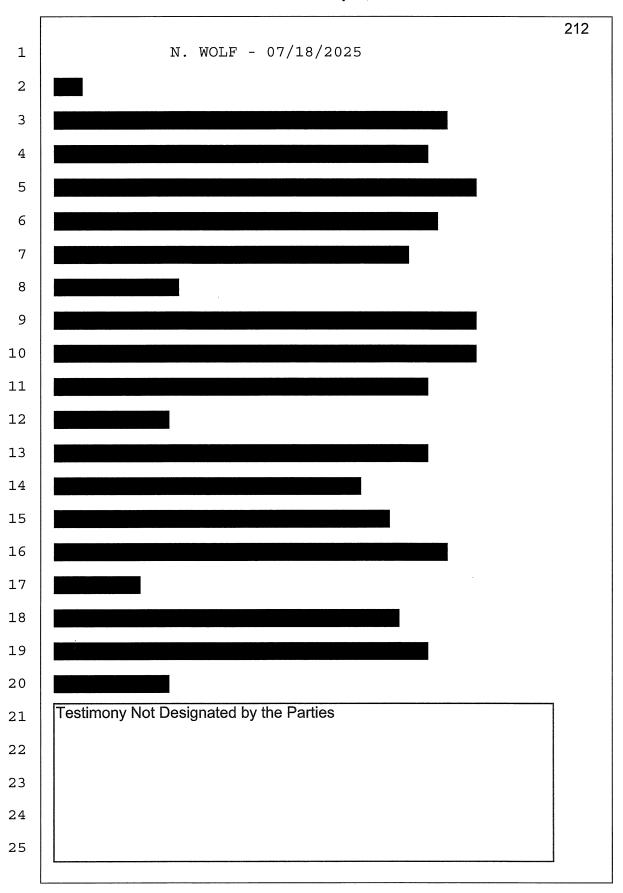


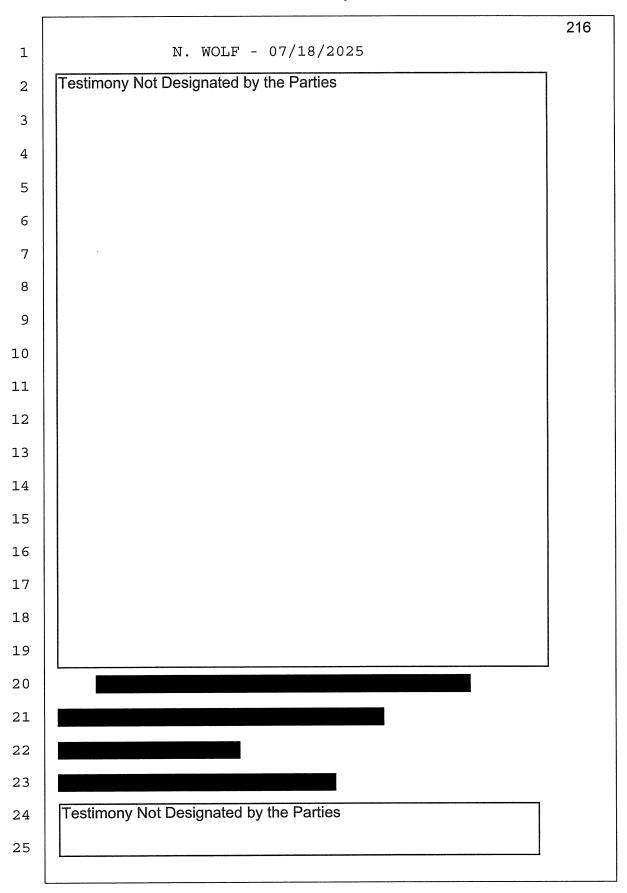


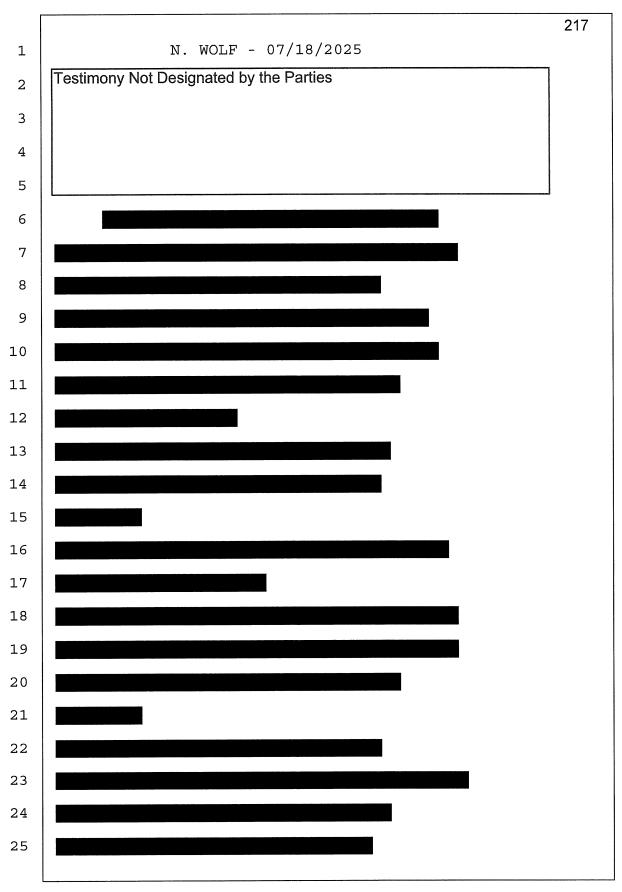


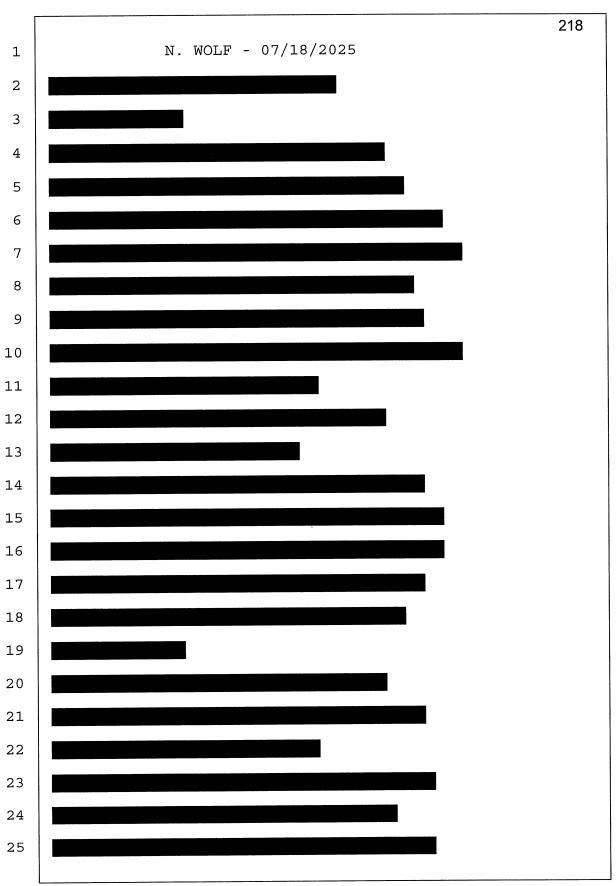
www.LexitasLegal.com/Premier



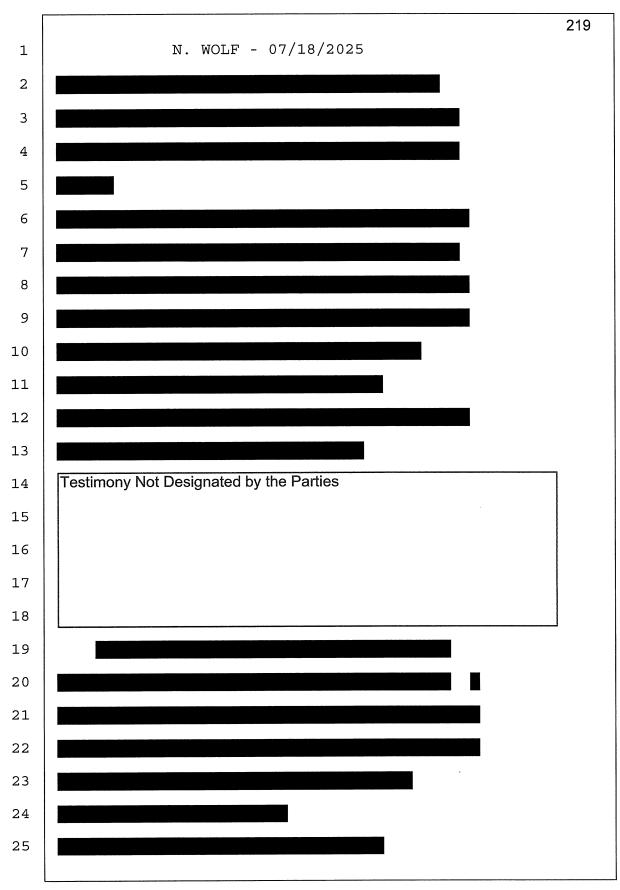


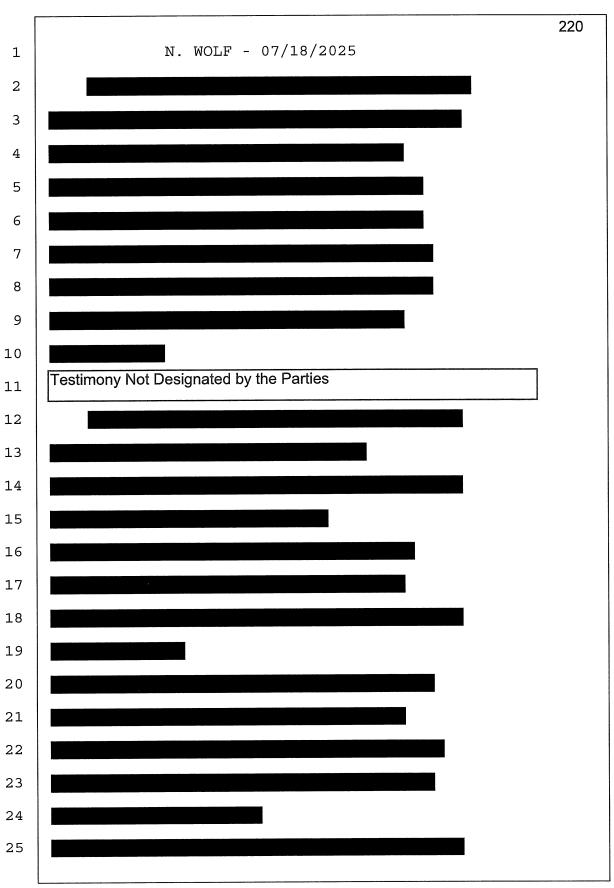


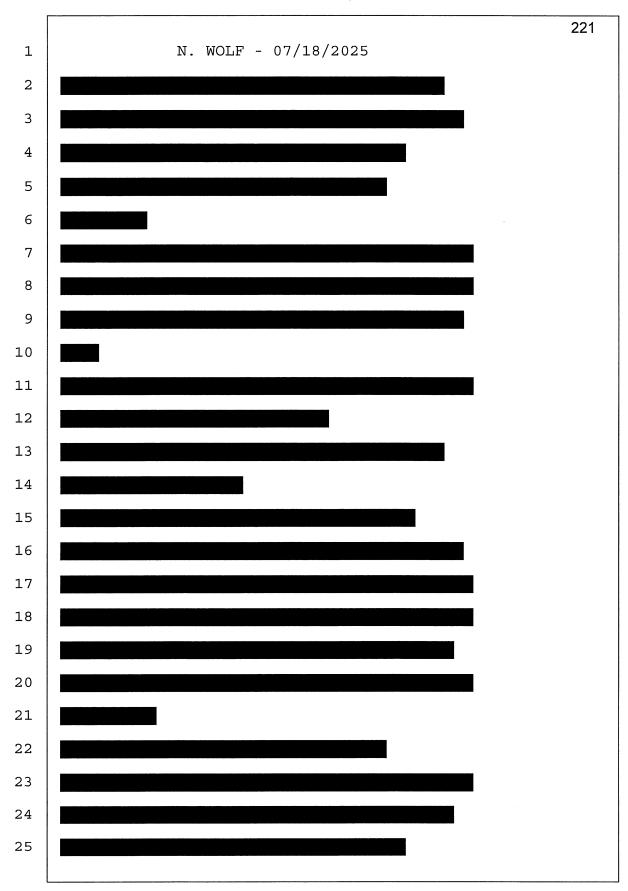


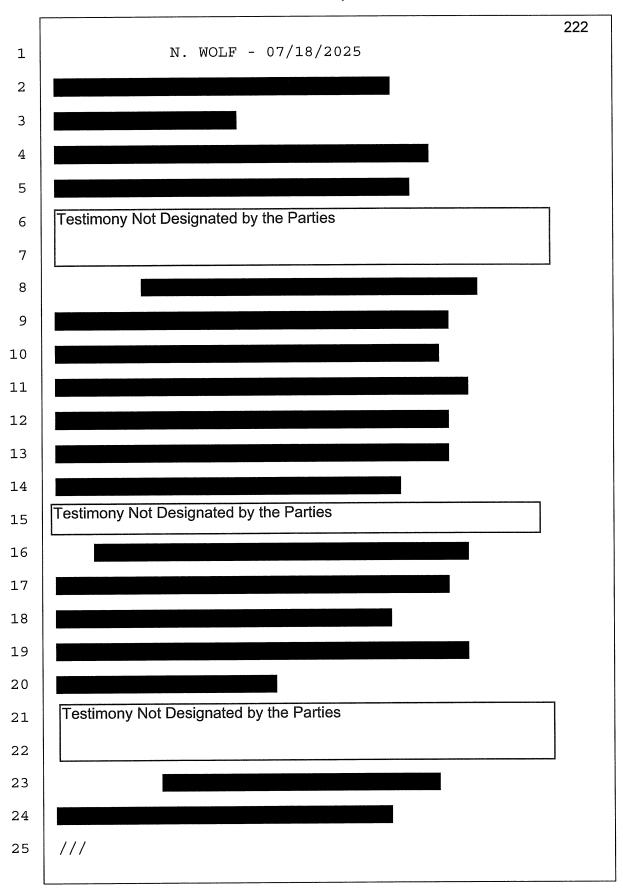


www.LexitasLegal.com/Premier Lexitas

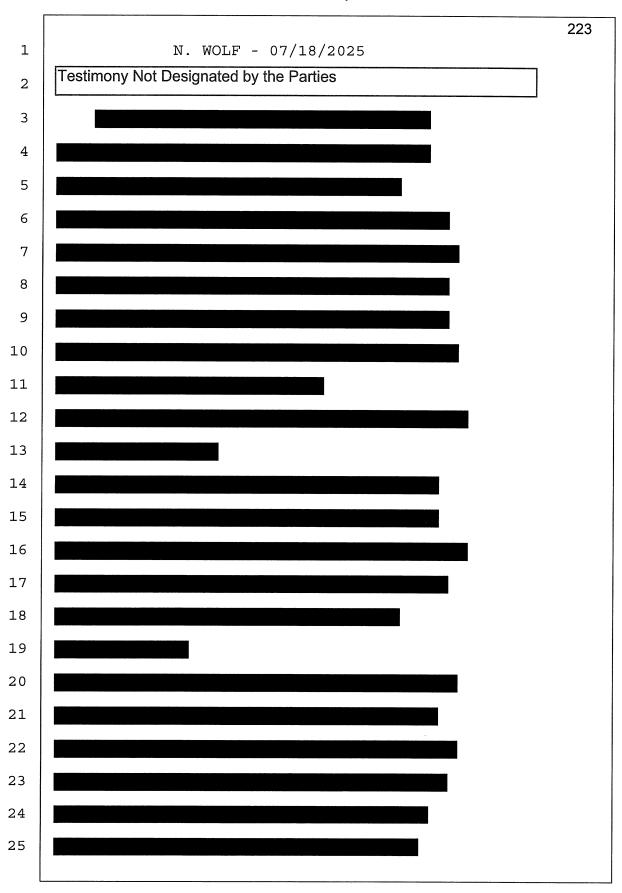


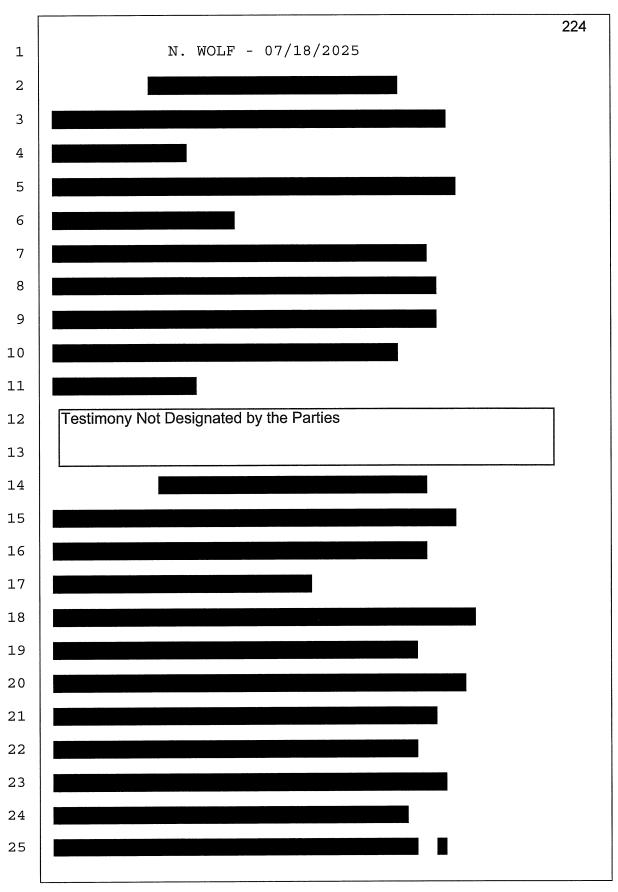


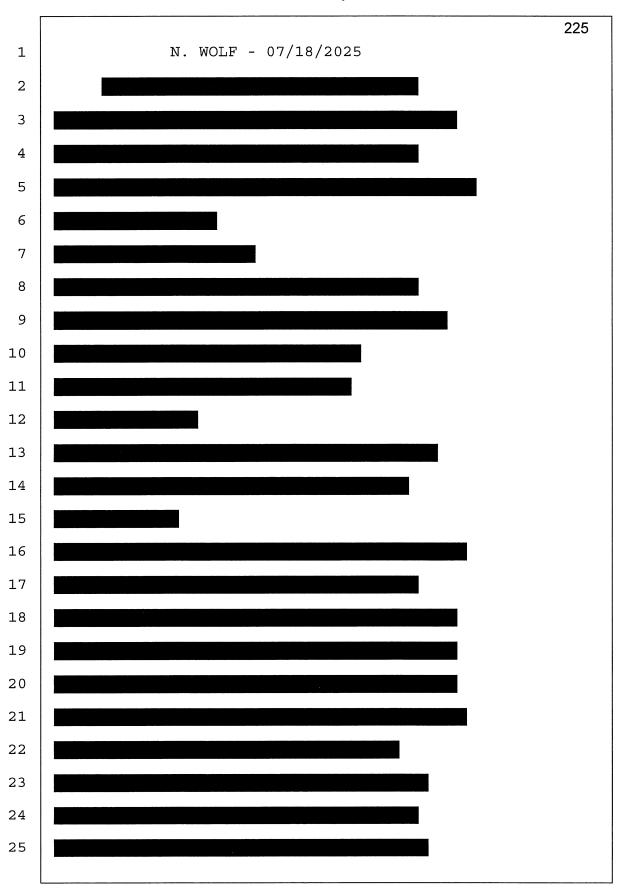


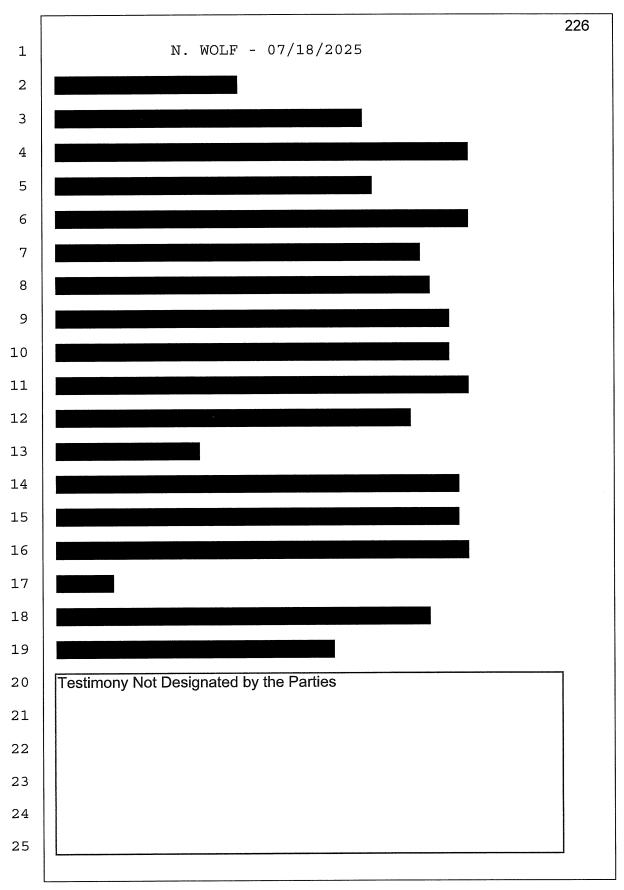


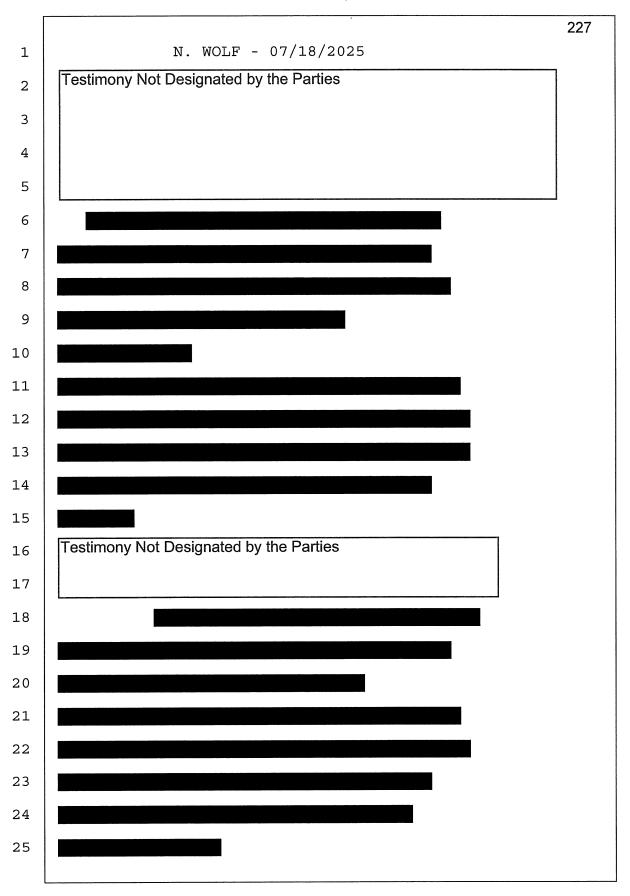
Lexitas

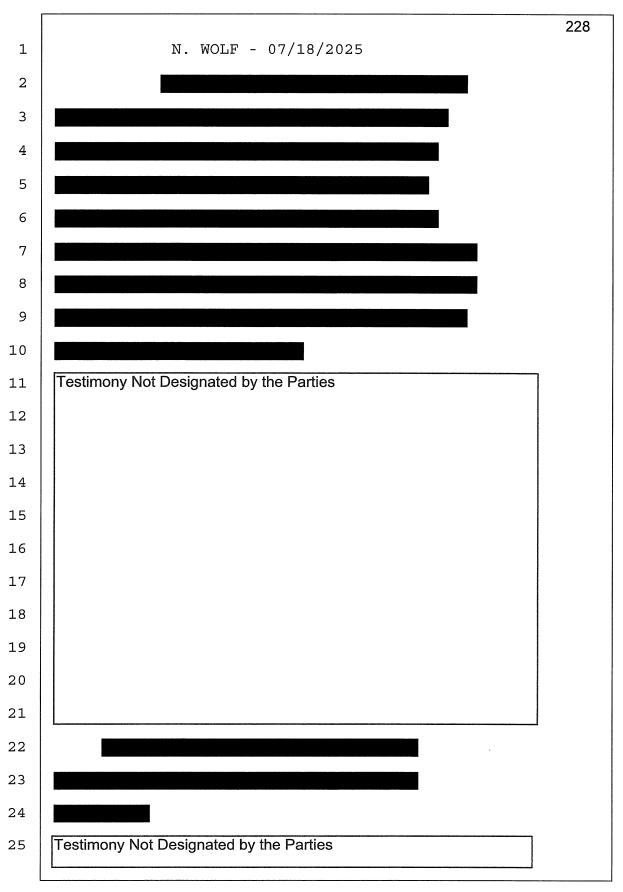


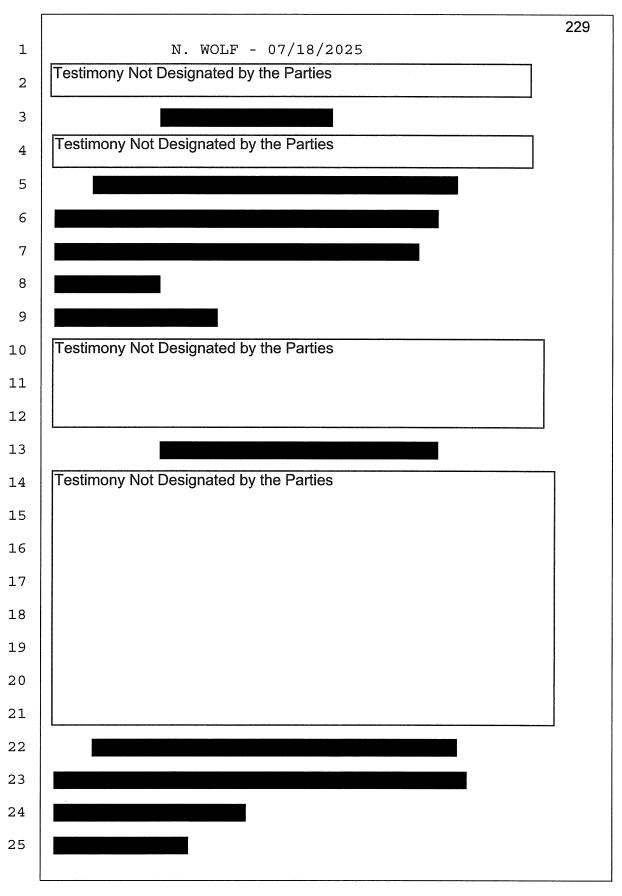


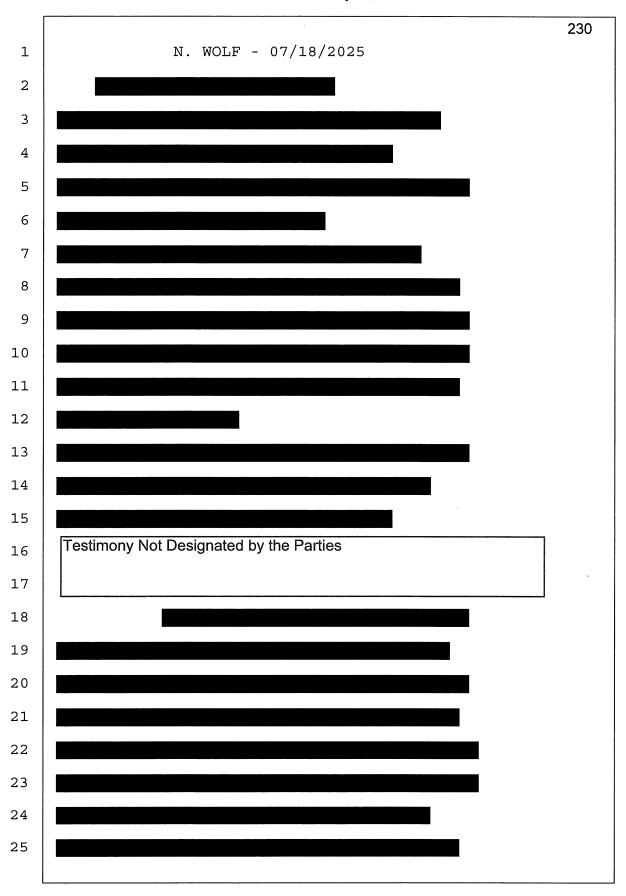


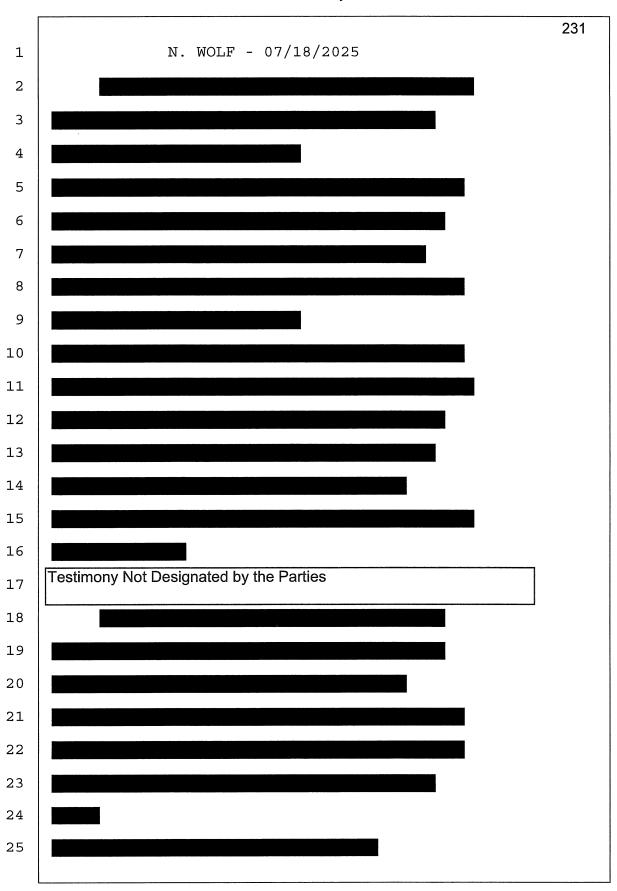


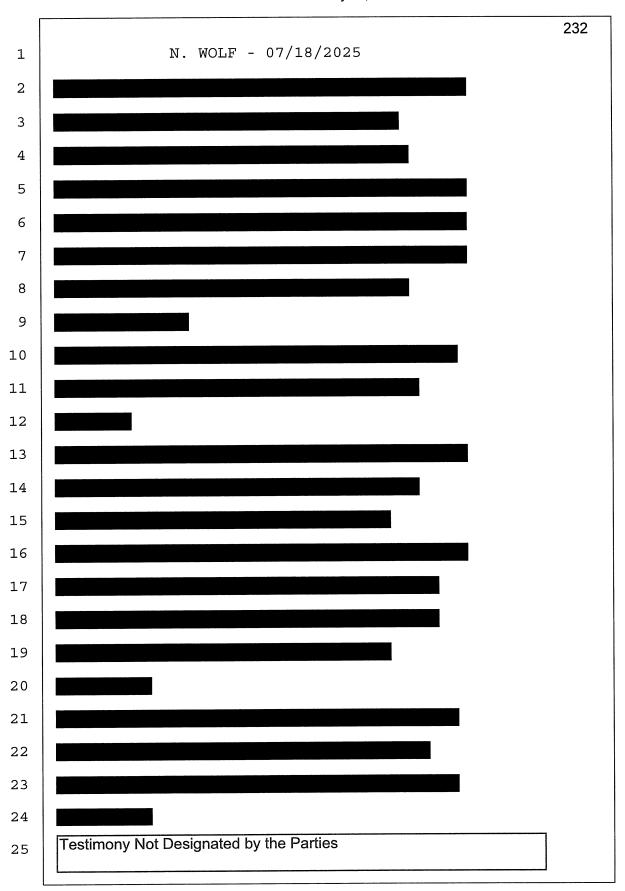


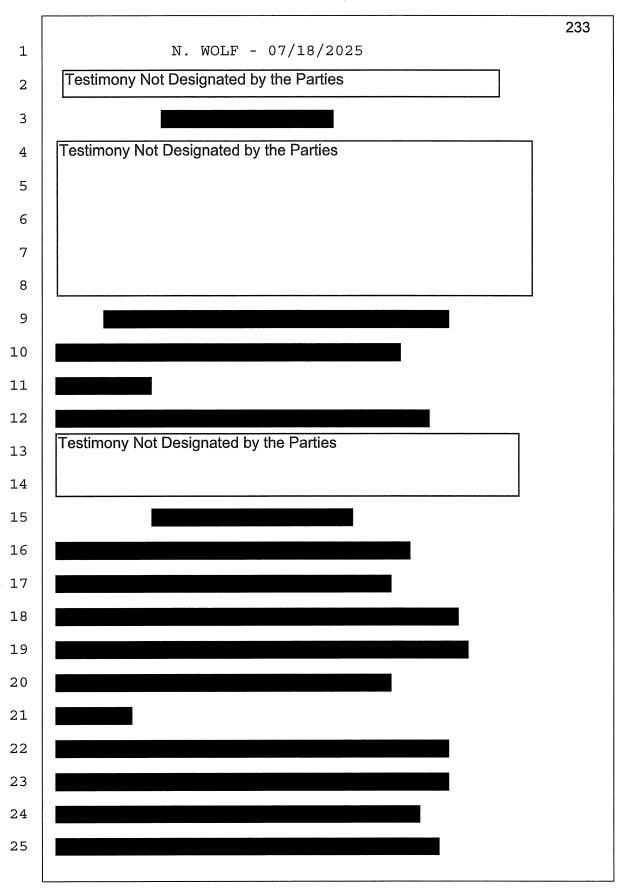


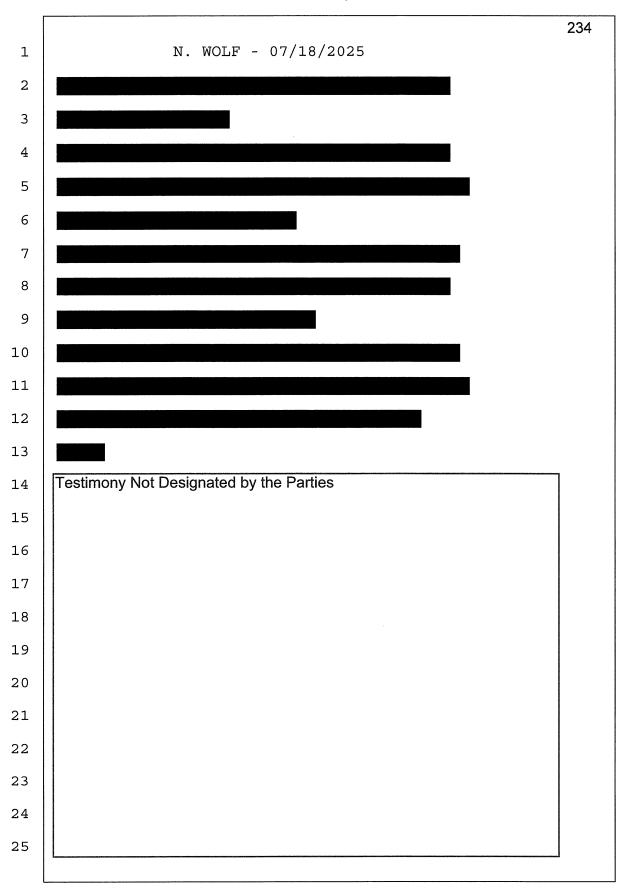


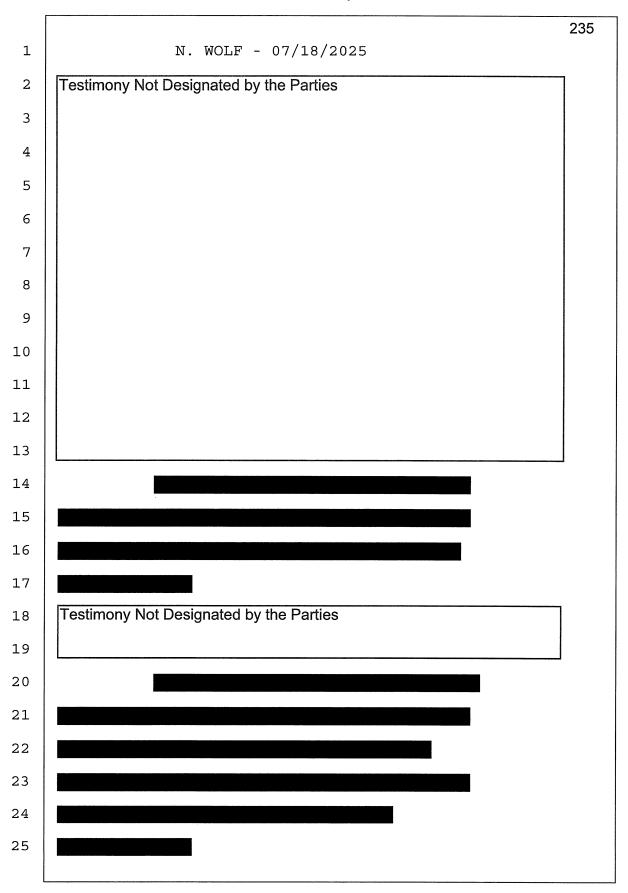


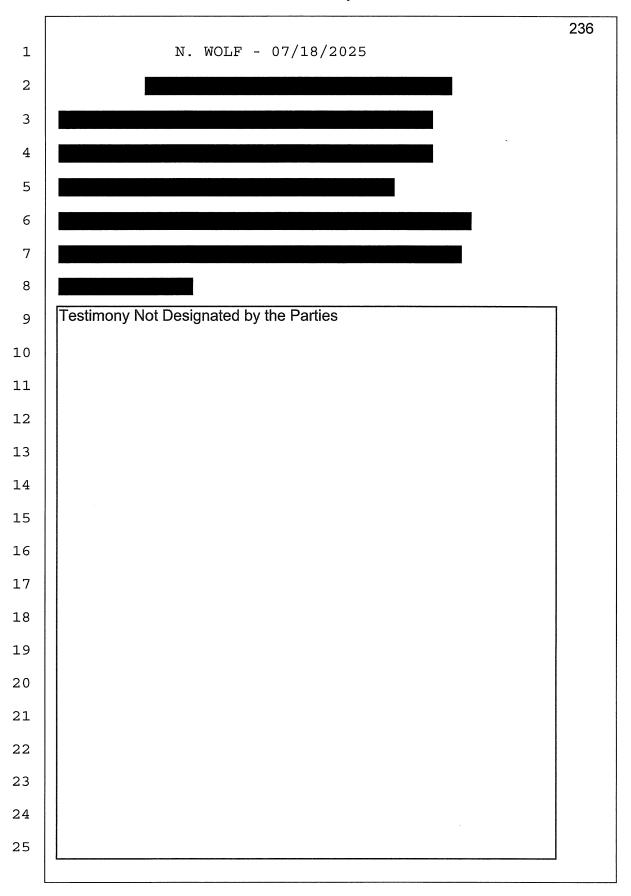


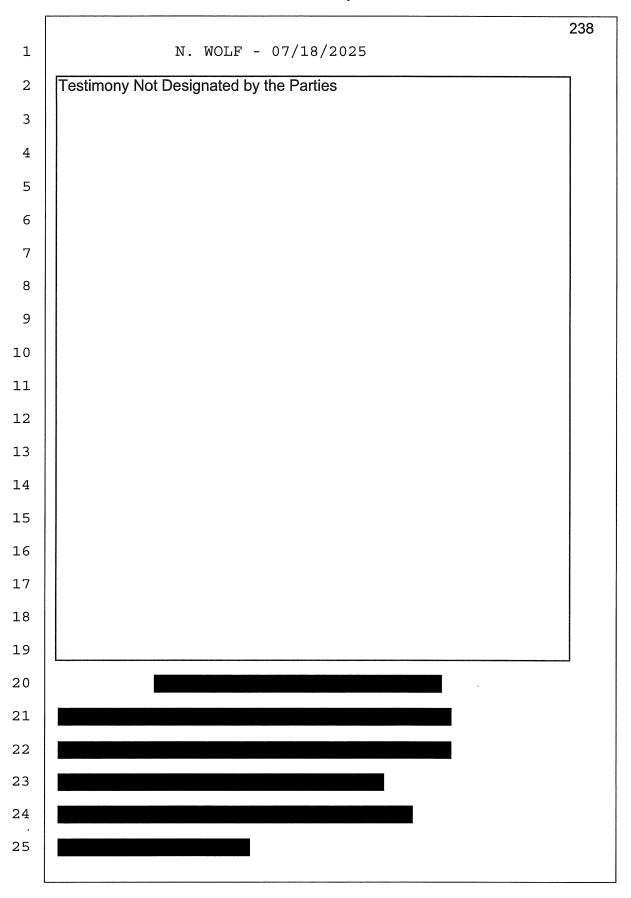


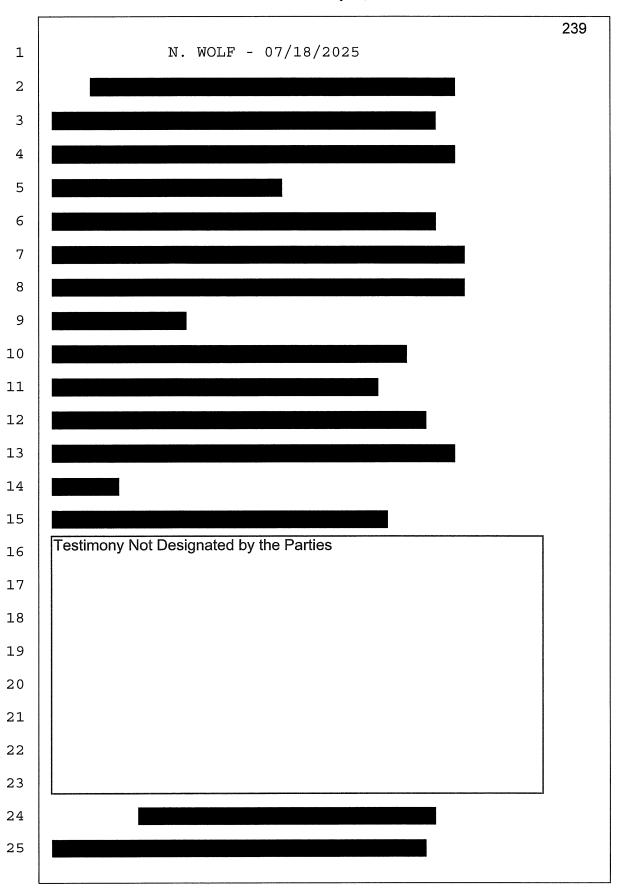


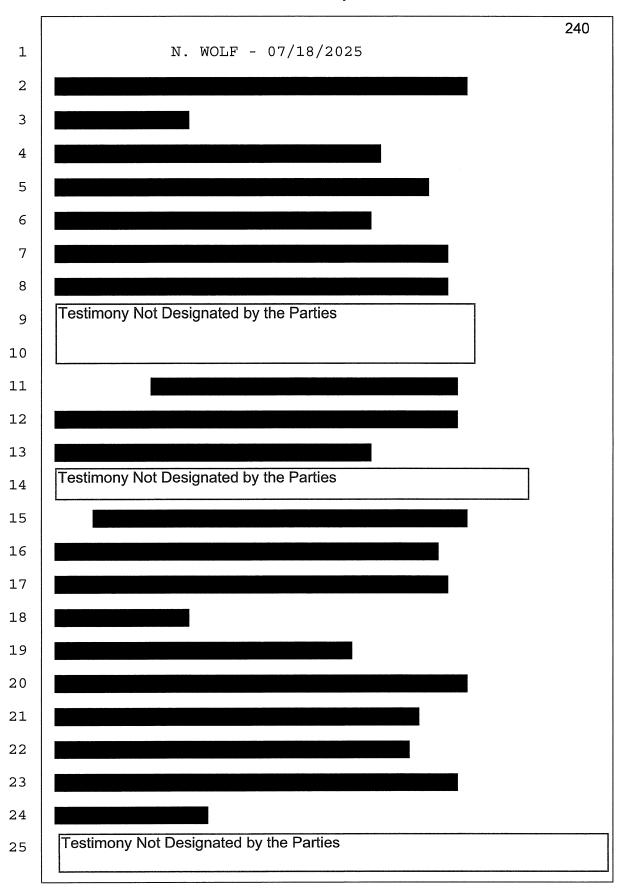


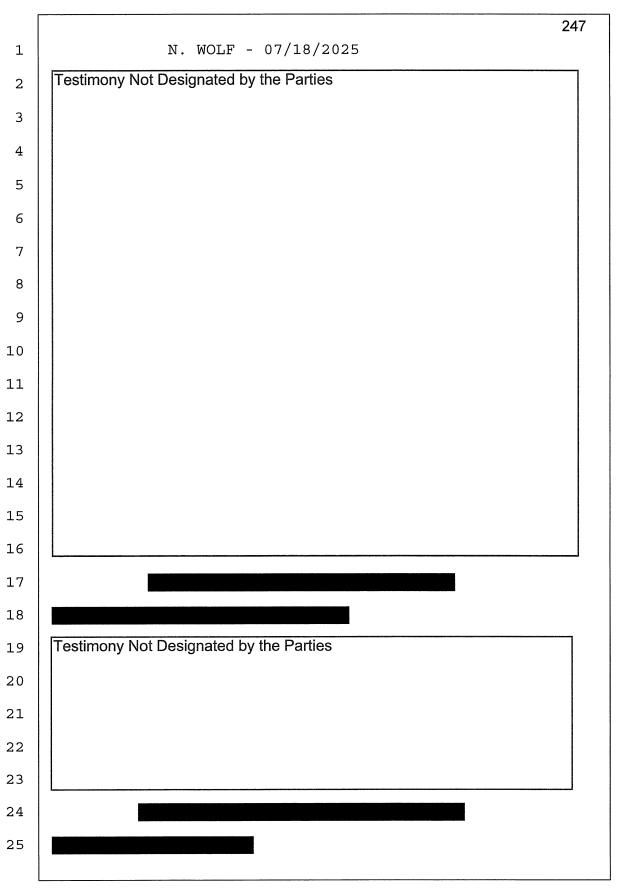










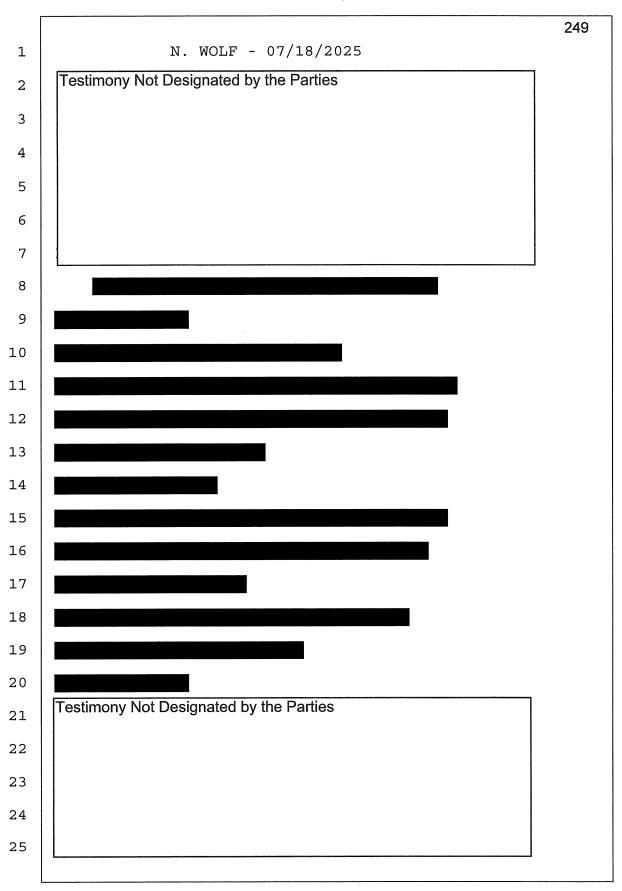


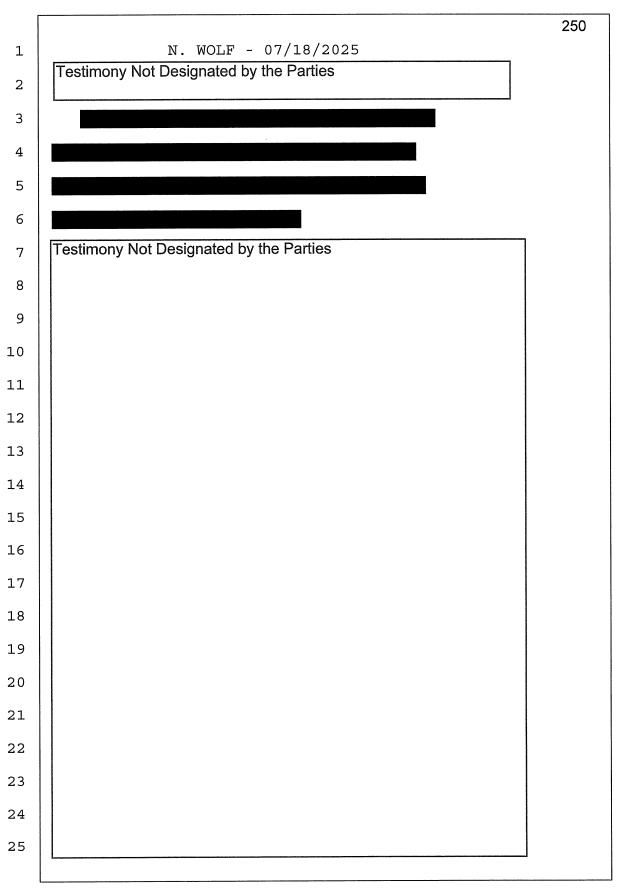
www.LexitasLegal.com/Premier

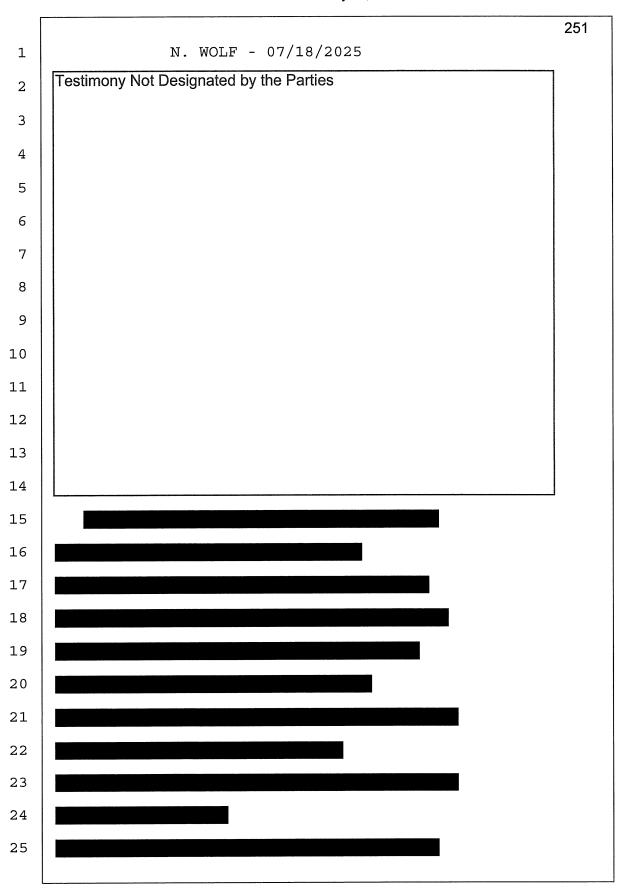
Lexitas

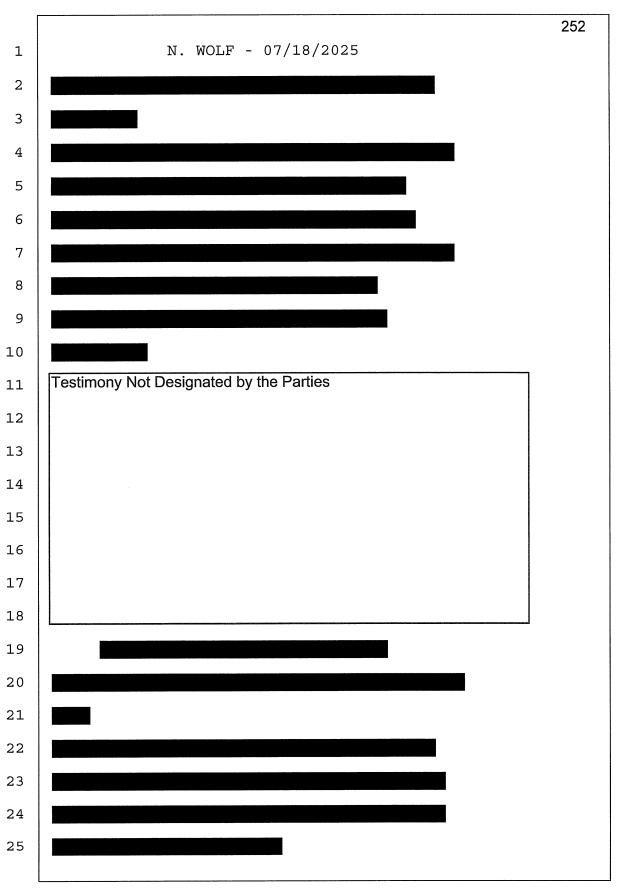
888-267-1200

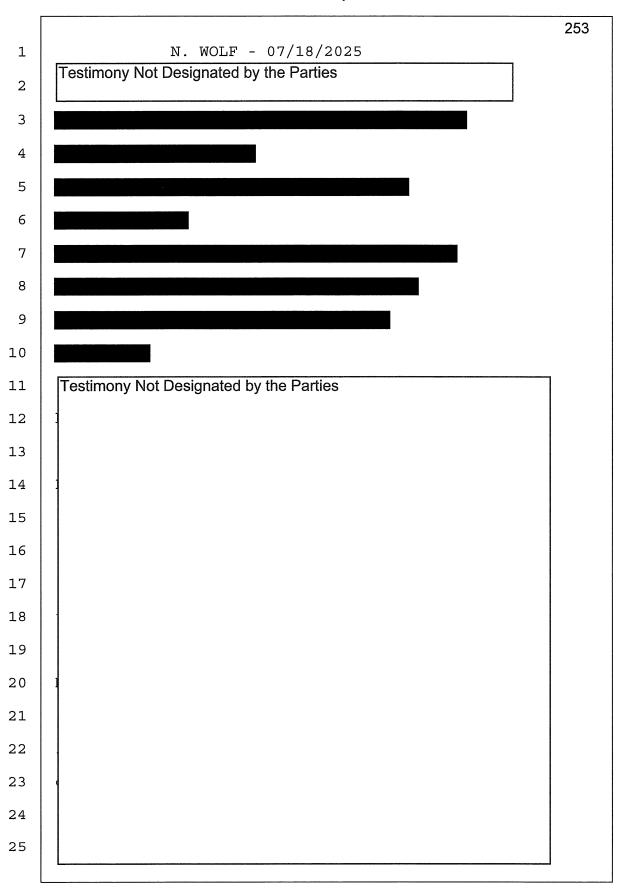
		248
1	N. WOLF - 07/18/2025	
2		
3	Testimony Not Designated by the Parties	
4		
5		
6		
7		
8		
9		
10		
11		
12		
13		
14		
15		
16		
17		
18		
19		
20		
21		
22		
23		
24		
25		

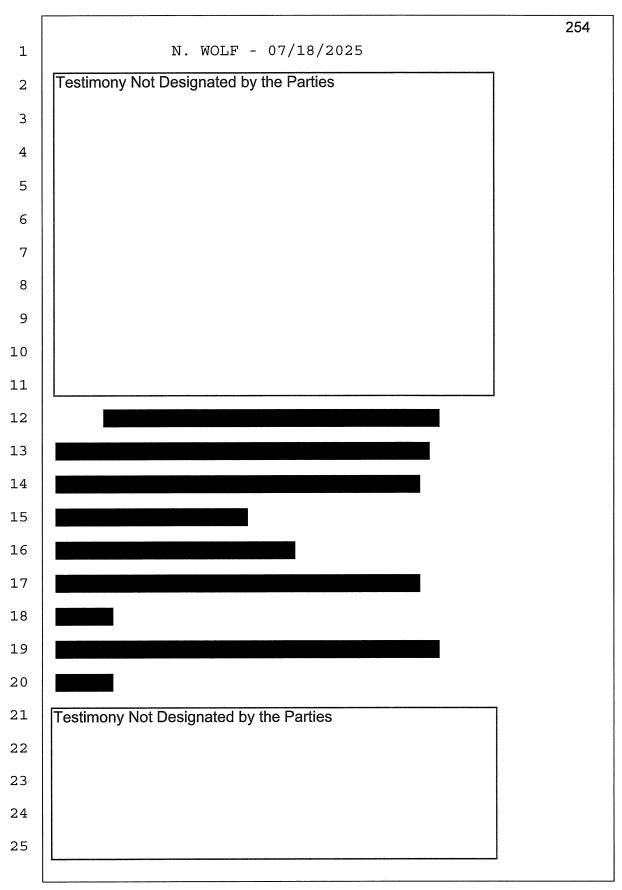


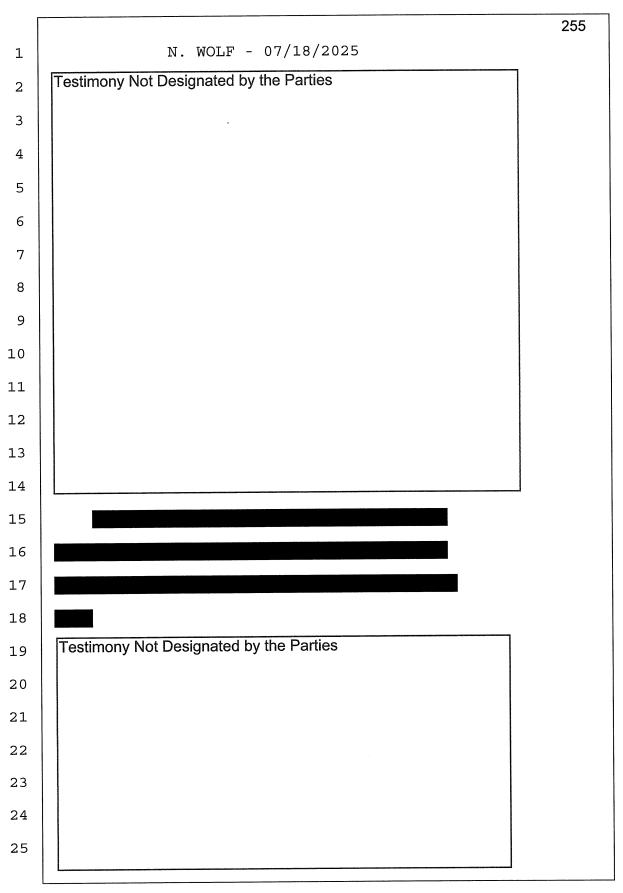




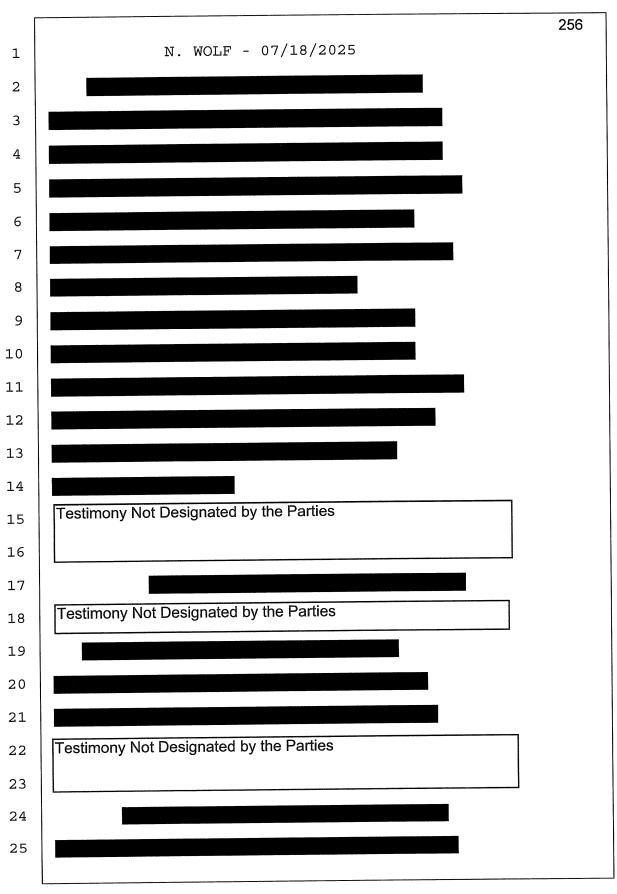


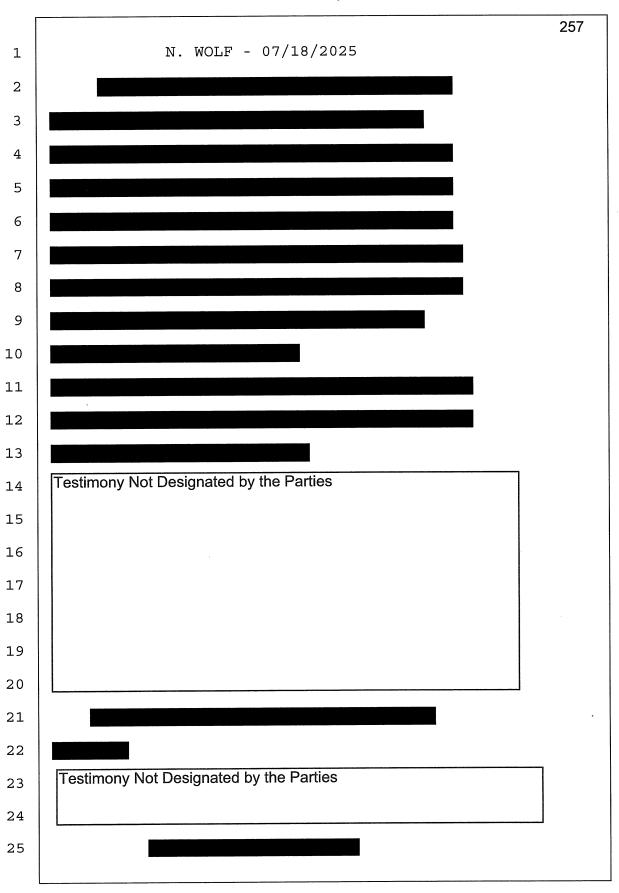


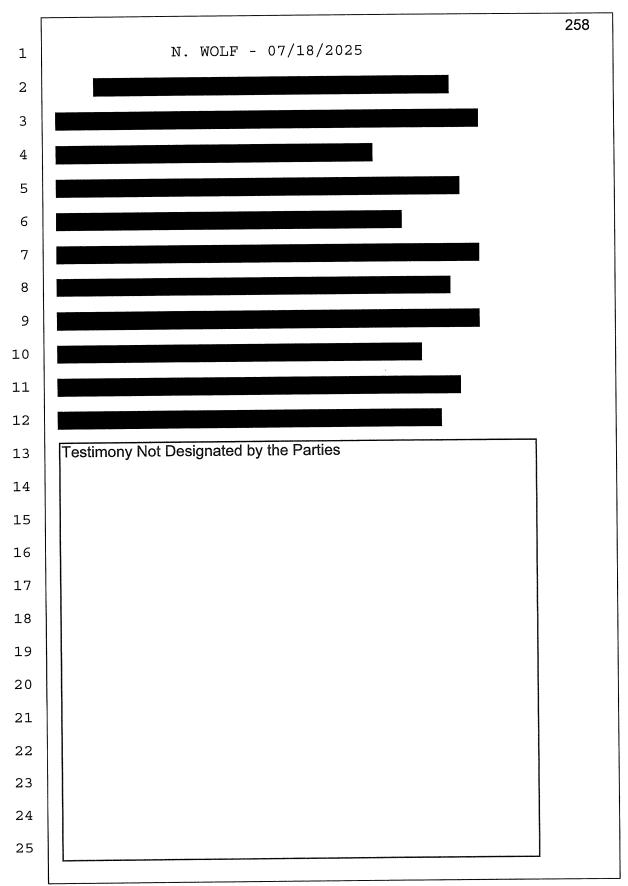




www.LexitasLegal.com/Premier



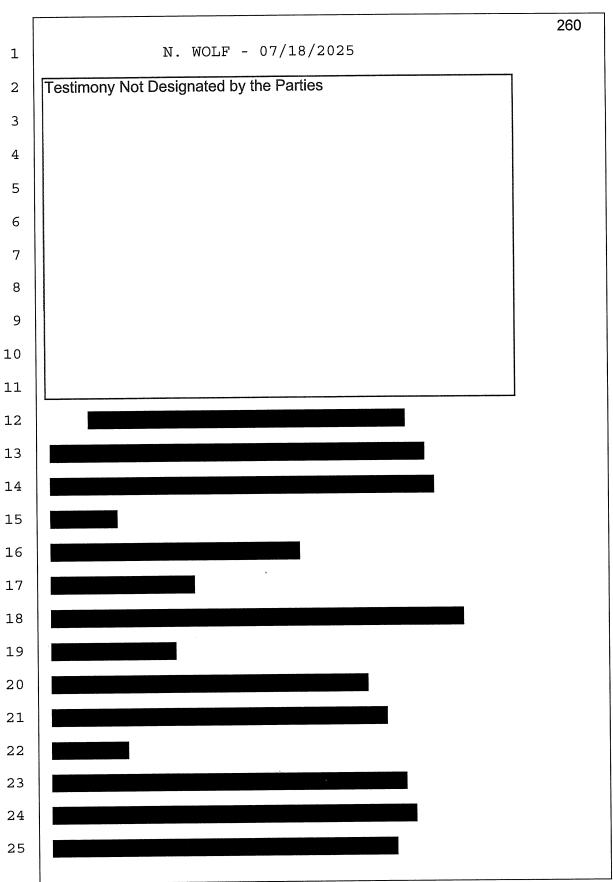




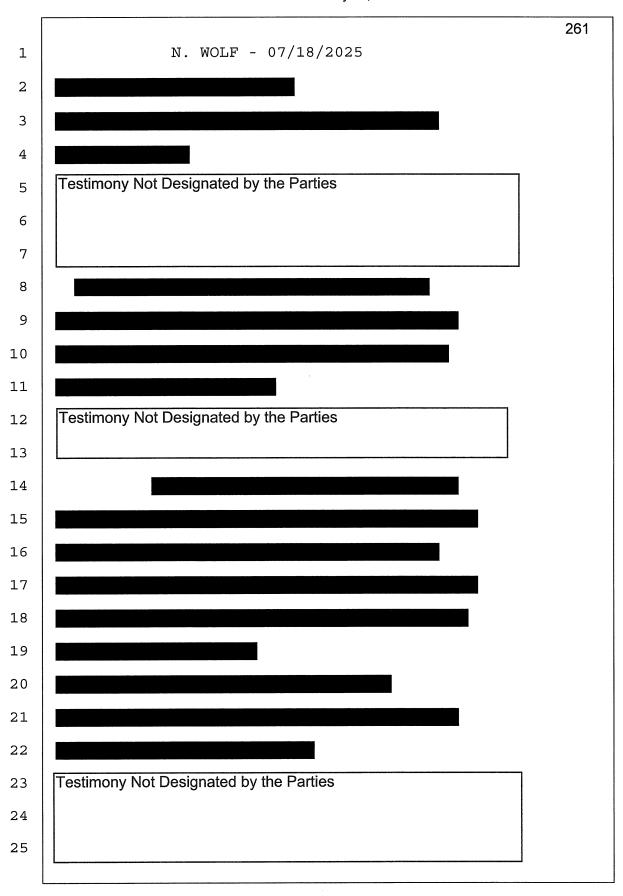
www.LexitasLegal.com/Premier

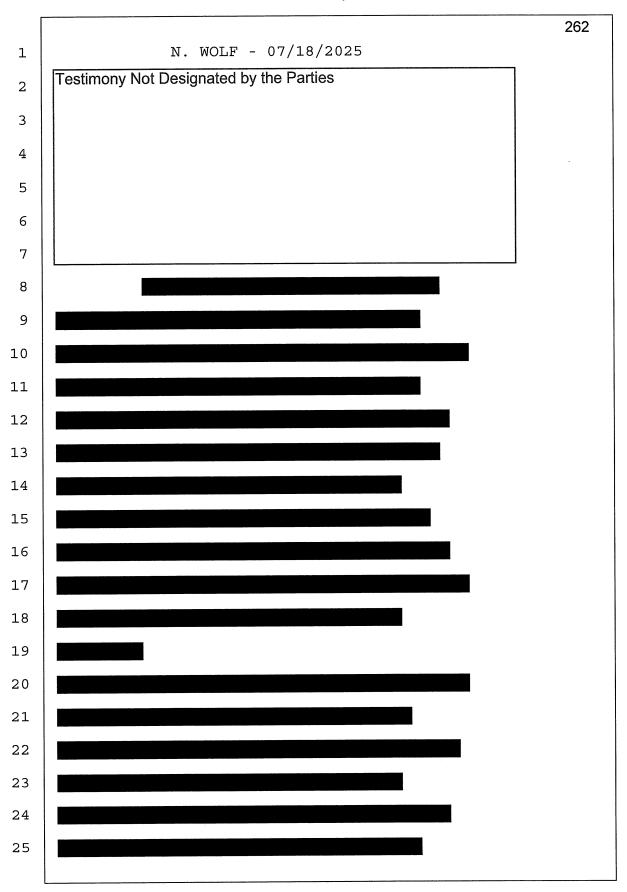
Lexitas

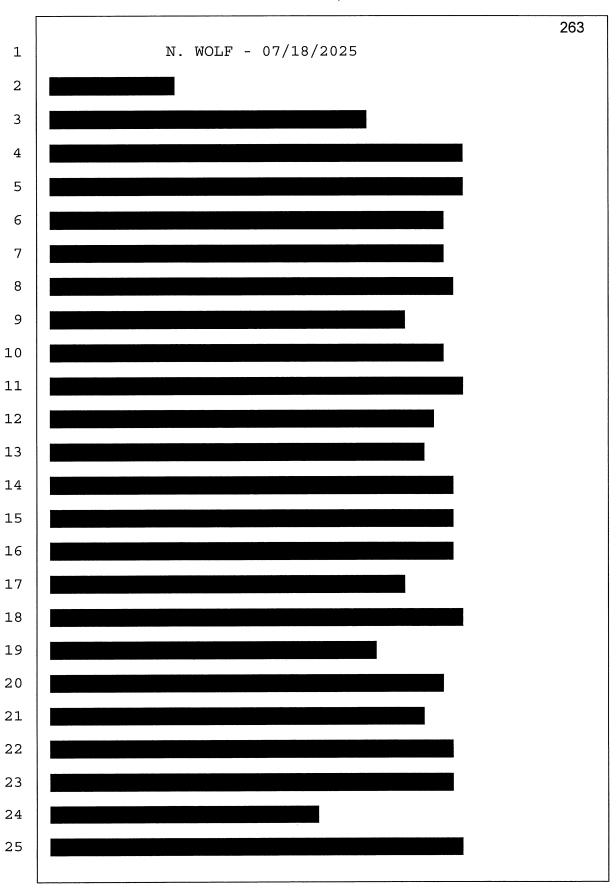
888-267-1200

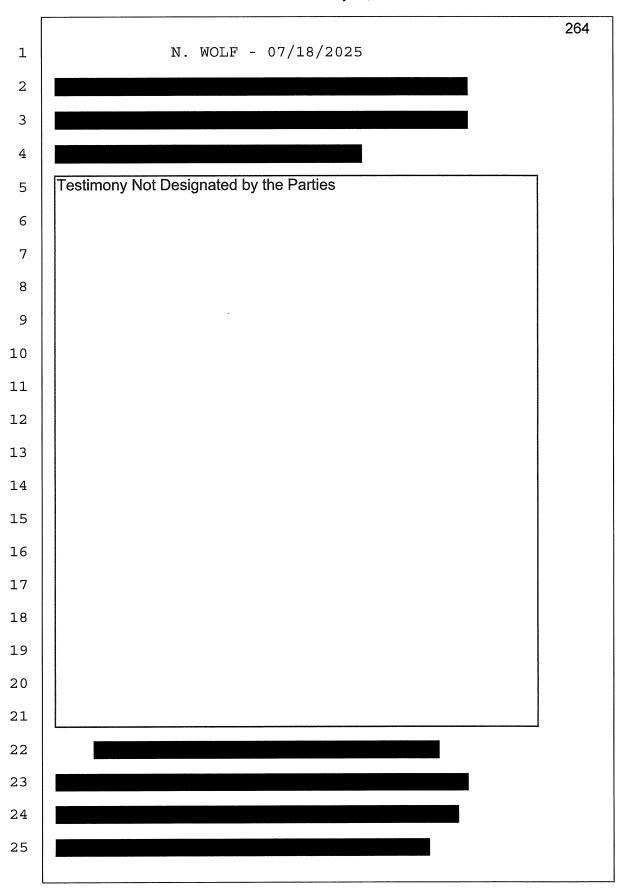


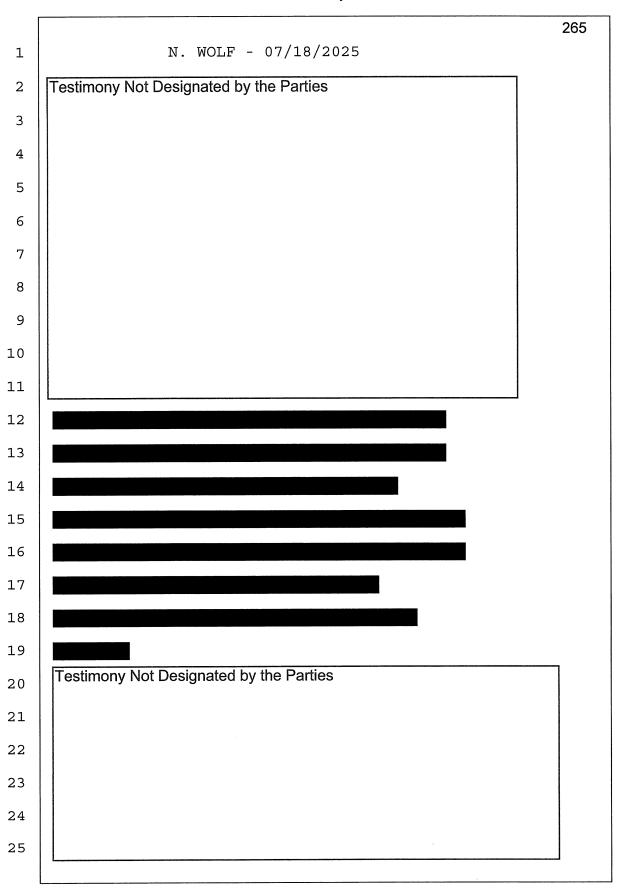
Lexitas

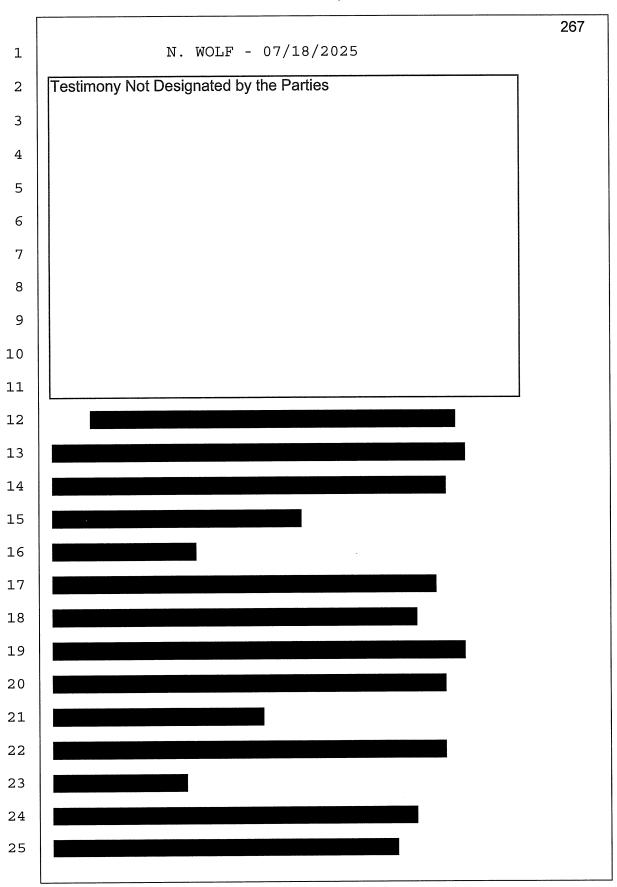


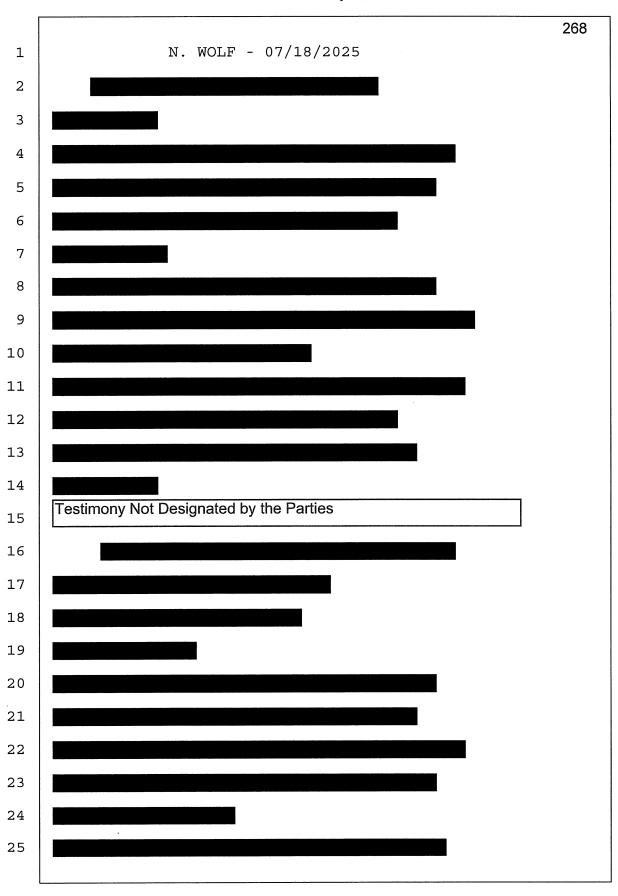


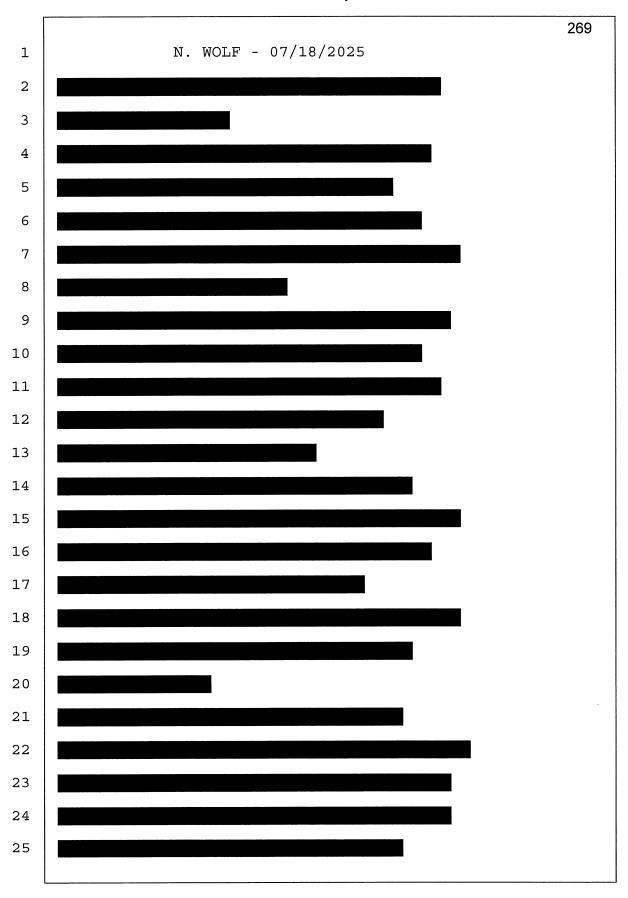


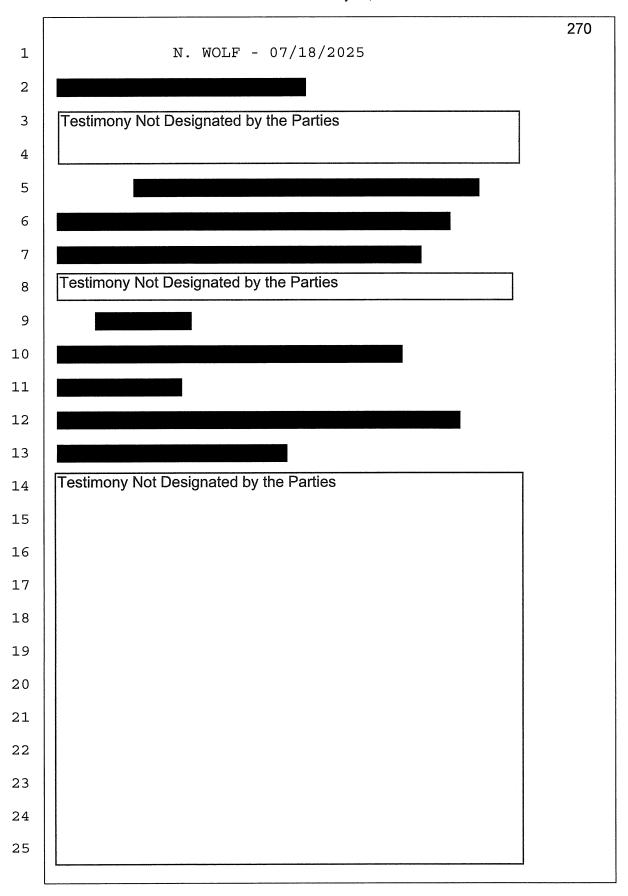


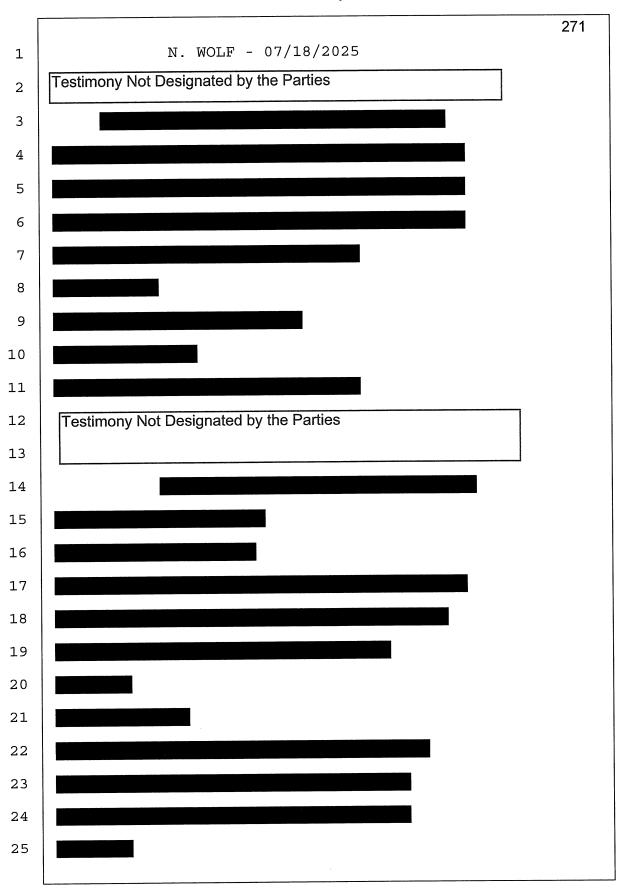


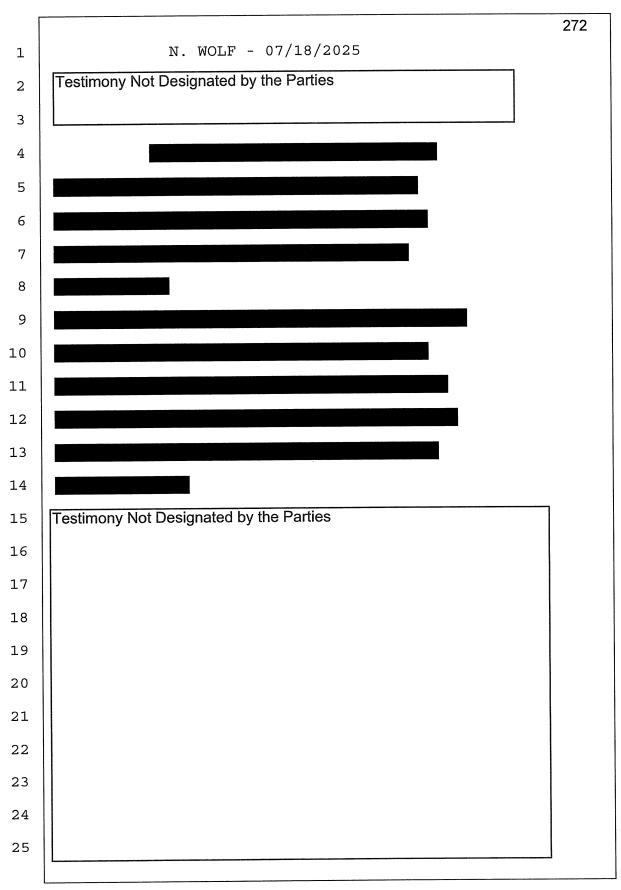




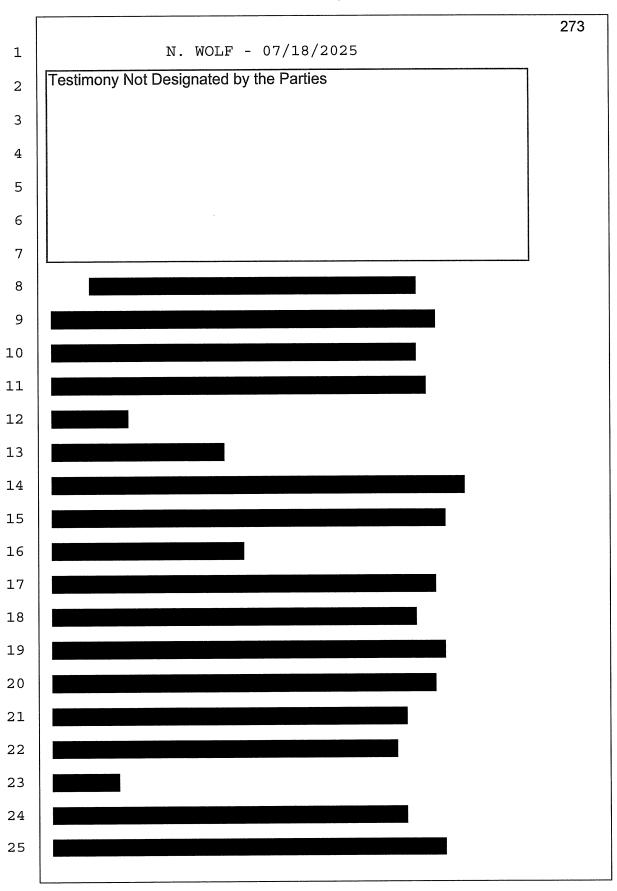


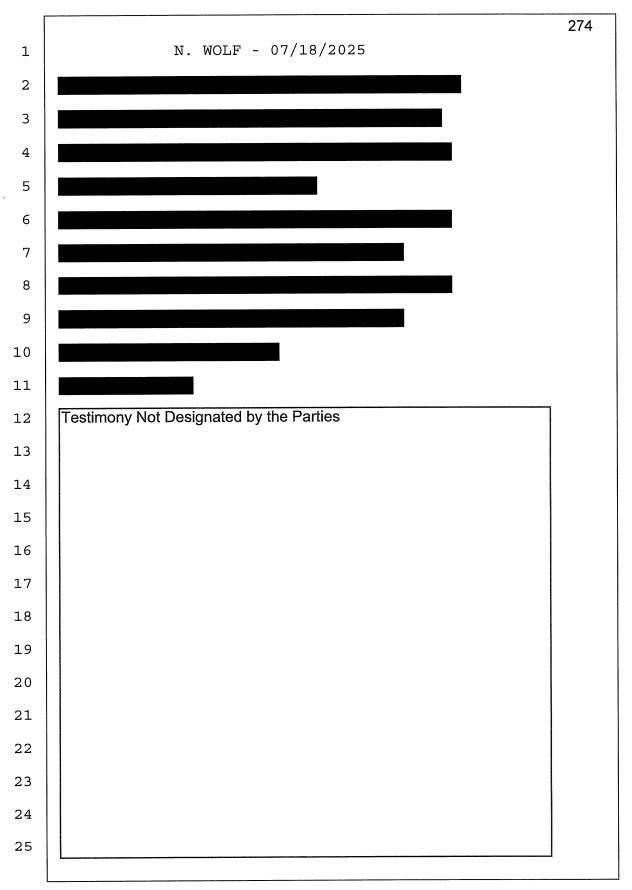


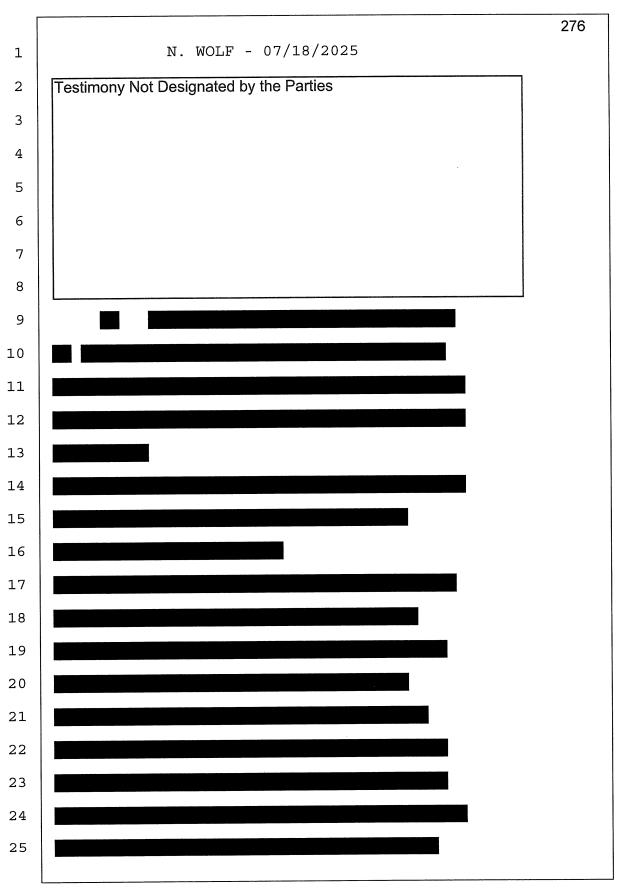




www.LexitasLegal.com/Premier



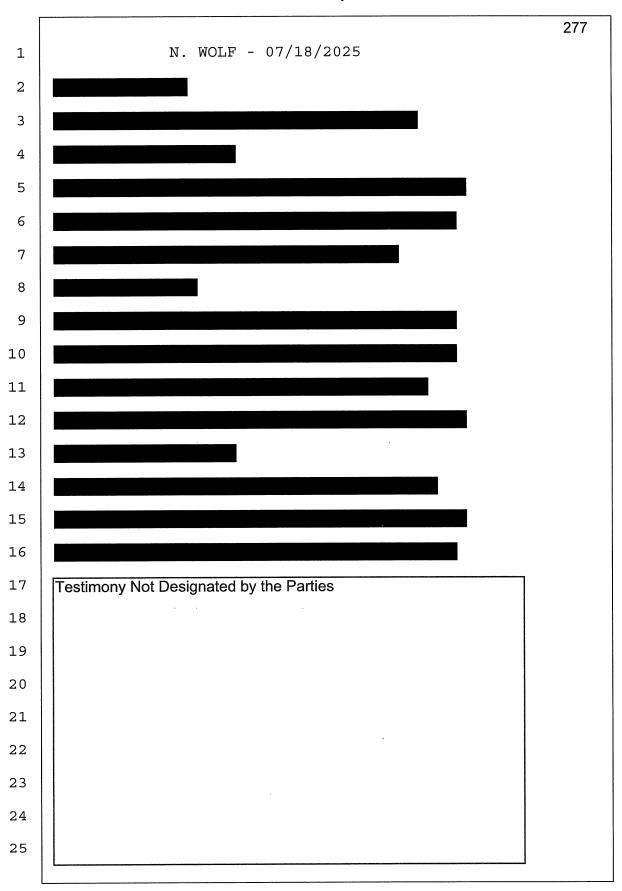


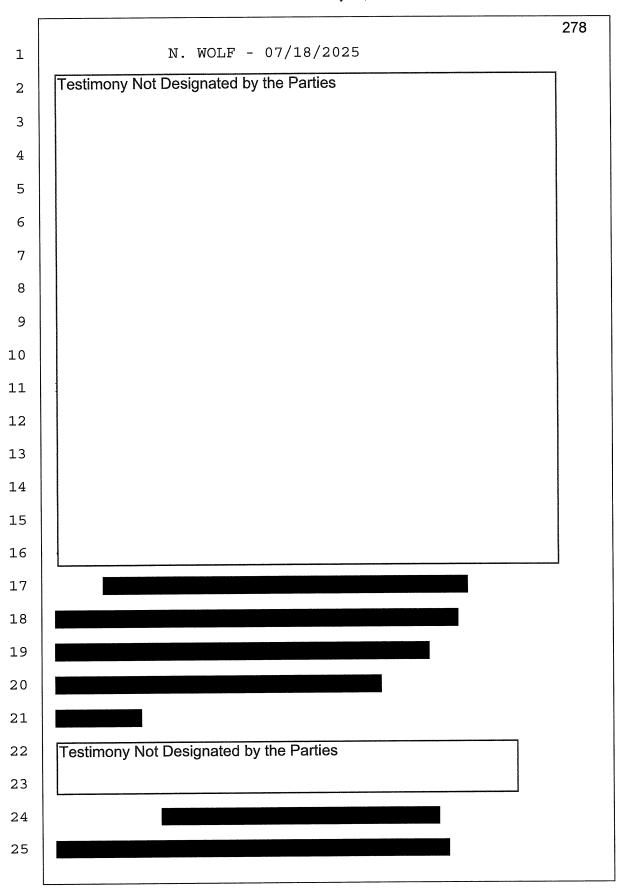


www.LexitasLegal.com/Premier

Lexitas

888-267-1200

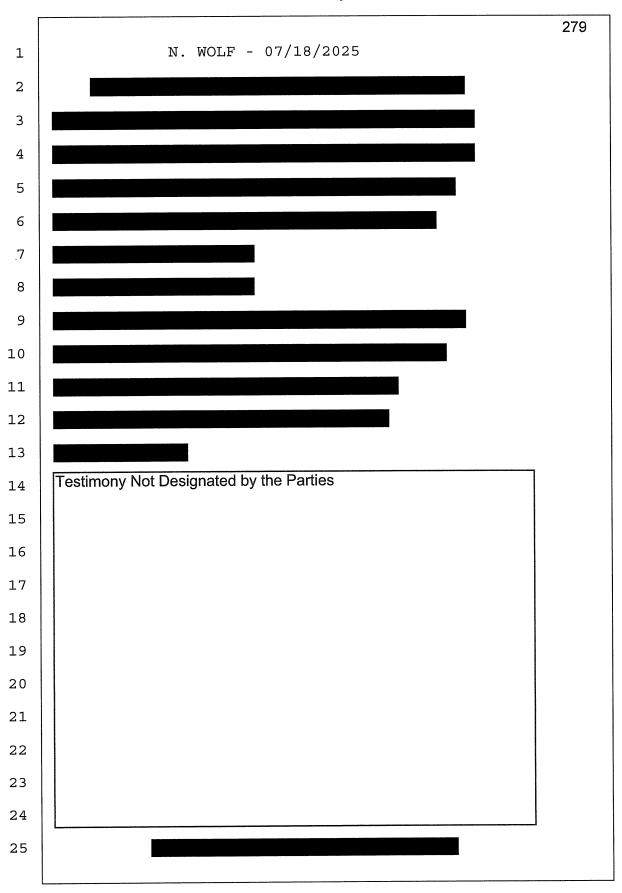


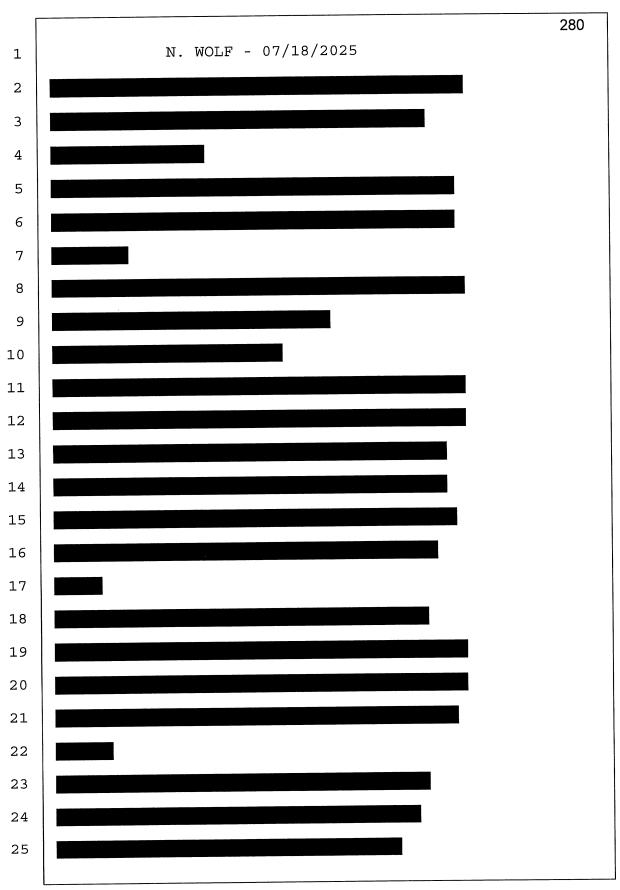


www.LexitasLegal.com/Premier

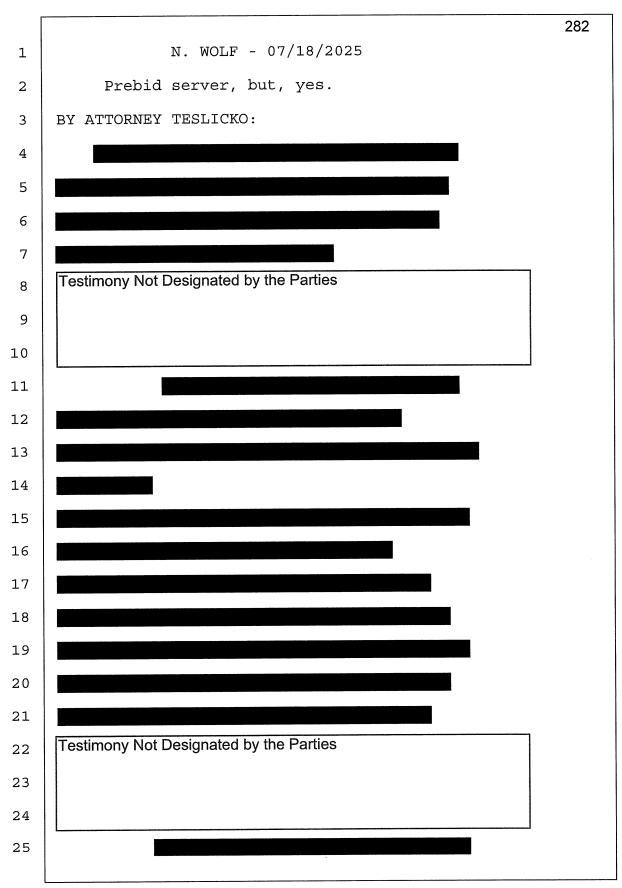
Lexitas

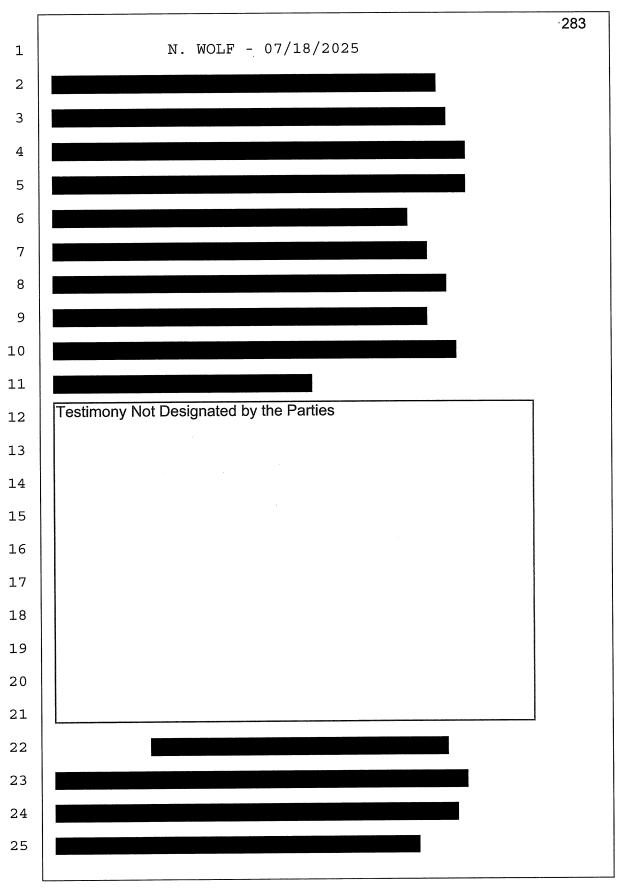
888-267-1200





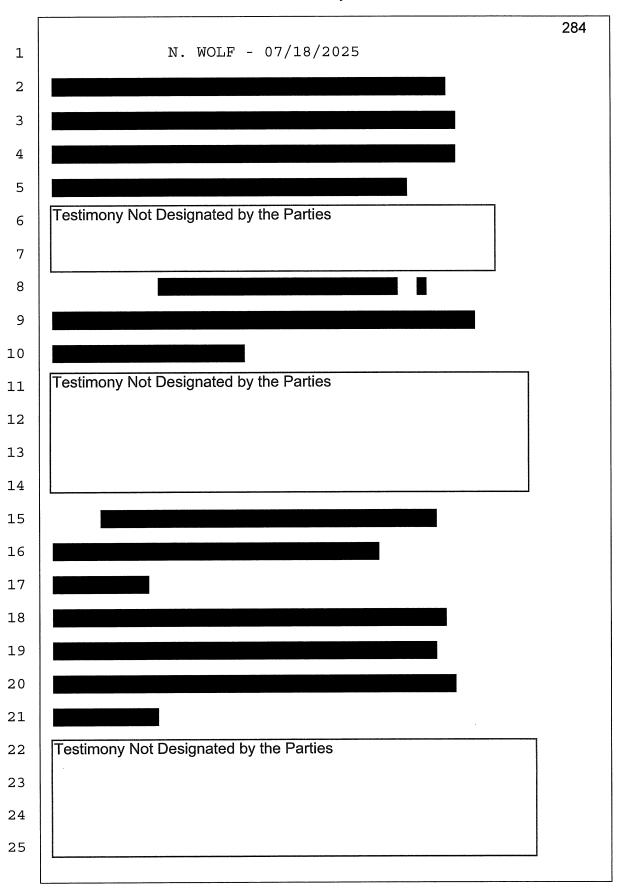
		281
1	N. WOLF - 07/18/2025	
2		
3		
4		
5		
6		
7	Q. Right. I think we're talking	
8	past each other, so let me try to make sure	
9	I understand.	
10	I'm trying to understand when	
11	most of the arrows in 302 occur in the	
12	chain of sequences that currently take	
13	place in Google's ad stack. So maybe I'll	
14	lay that out, and you tell me where	
15	whether this is true.	
16	Is it accurate to say that if	
17	Google implements what's shown on 302, an	
18	ad request would enter GFE and then go	
19	through BOW and then go through the	
20	supermixer and then go to Prebid server?	
21	ATTORNEY PHILLIPS: Object to	
22	form.	
23	Go ahead.	
24	THE WITNESS: There's gonna be	
25	more stuff between supermixer and	



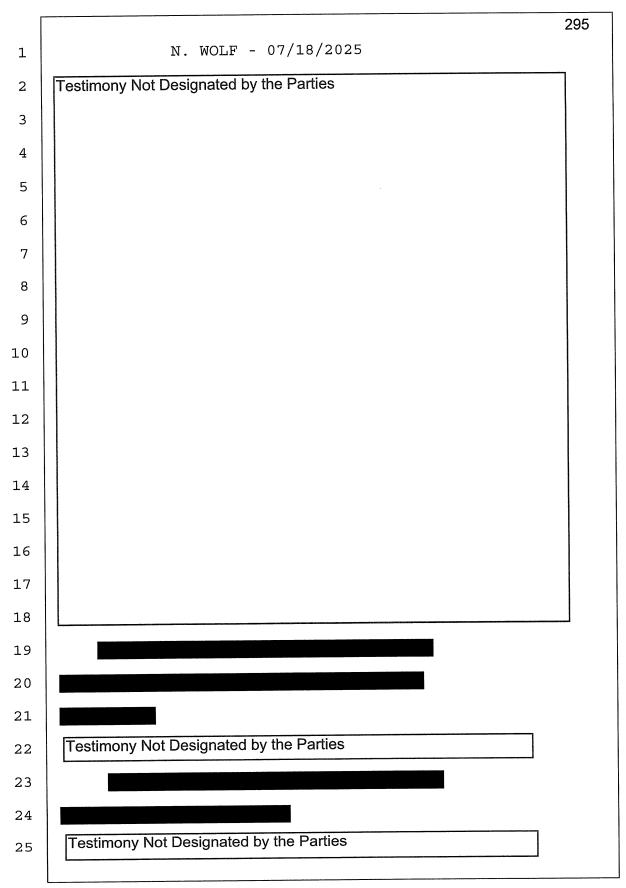


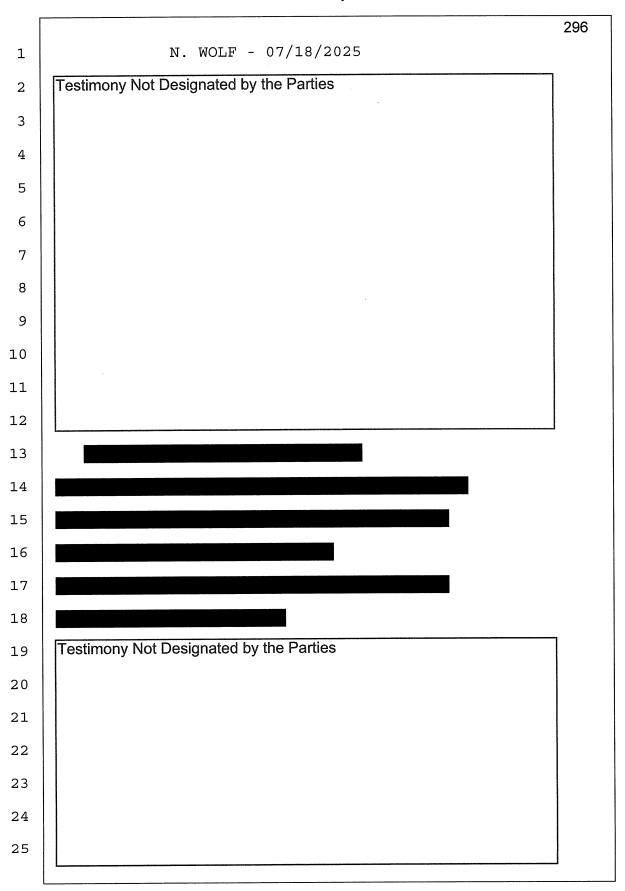
www.LexitasLegal.com/Premier Lexitas

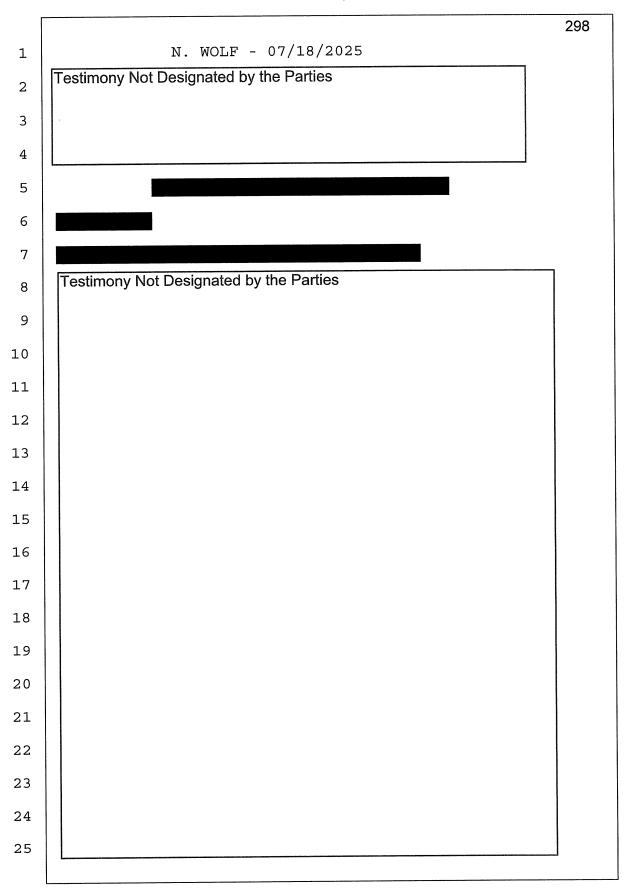
888-267-1200



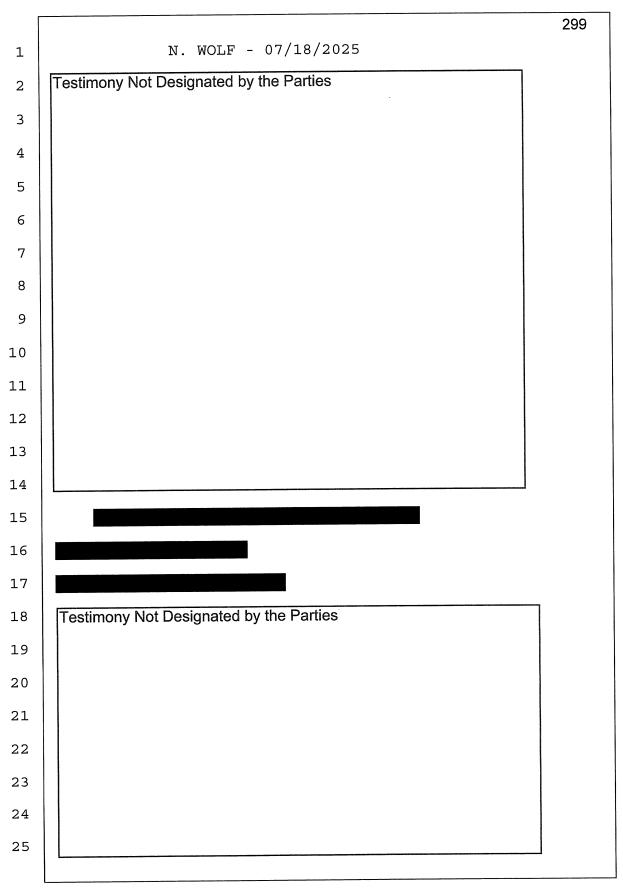
		285
1	N. WOLF - 07/18/2025	
2	Testimony Not Designated by the Parties	
3		
4		
5		
6		
7		
8		•
9		
10	Testimony Not Designated by the Parties	
11		
12		
13		
14	Testimony Not Designated by the Parties	
15		
16		
17		
18		
19		
20		
21		
22		
23		
24		
25		

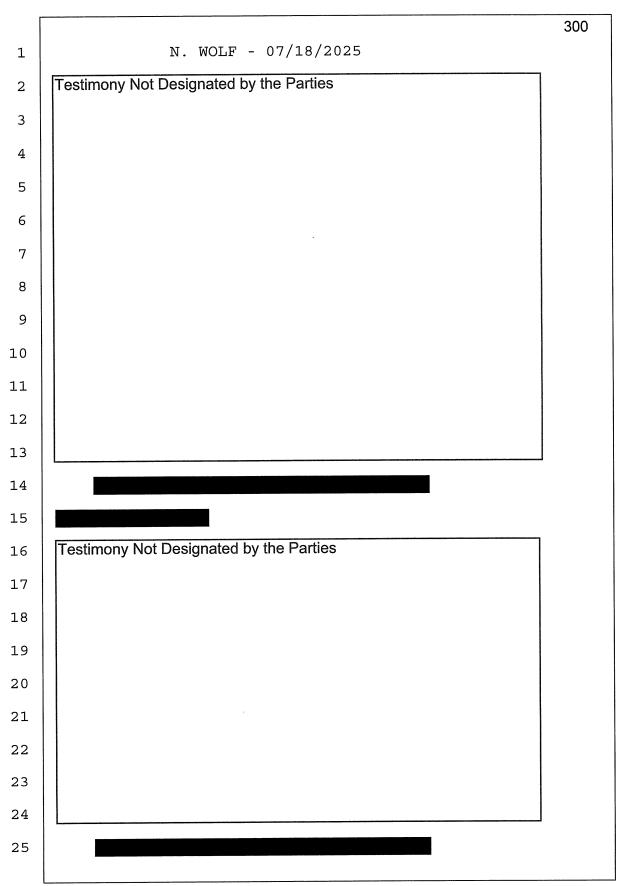


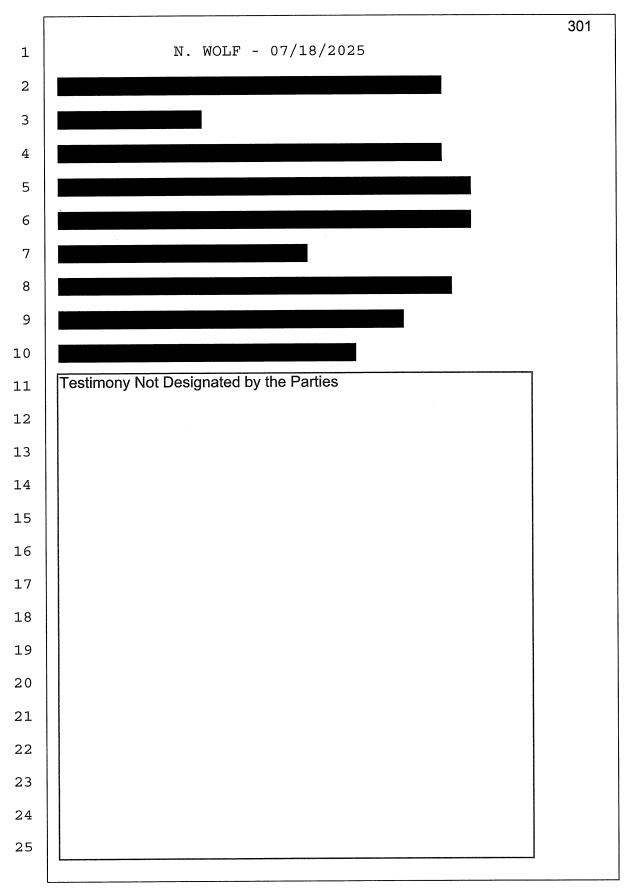




Lexitas



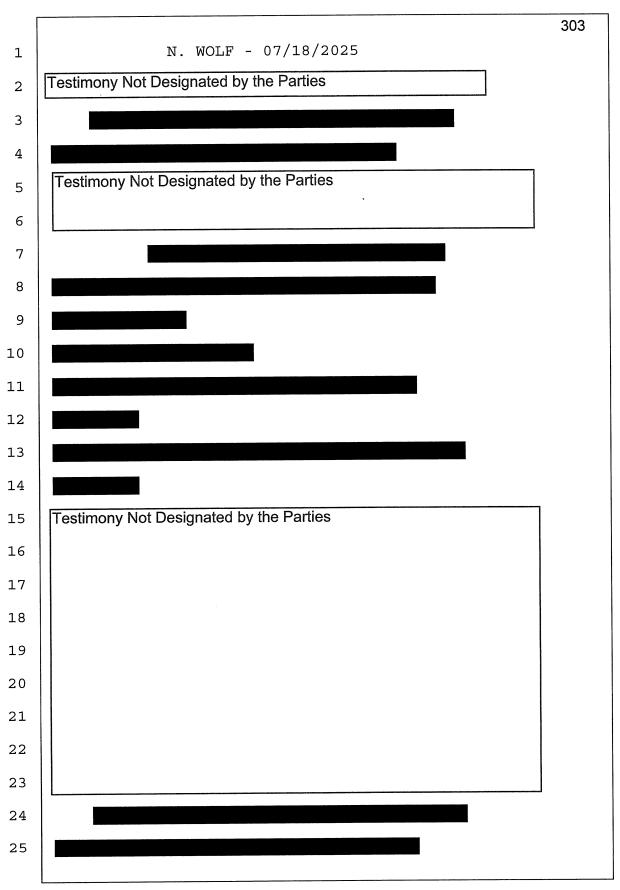


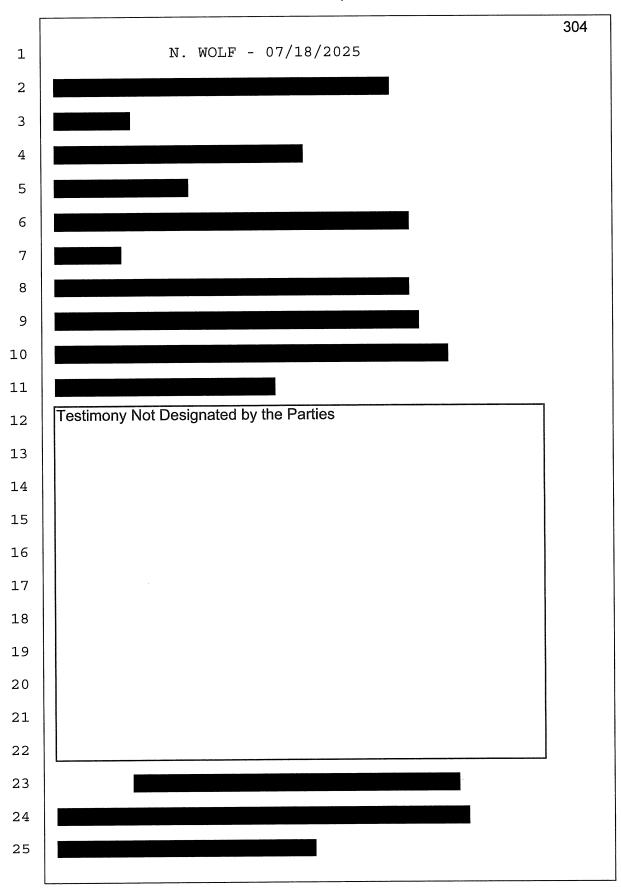


www.LexitasLegal.com/Premier

Lexitas

888-267-1200

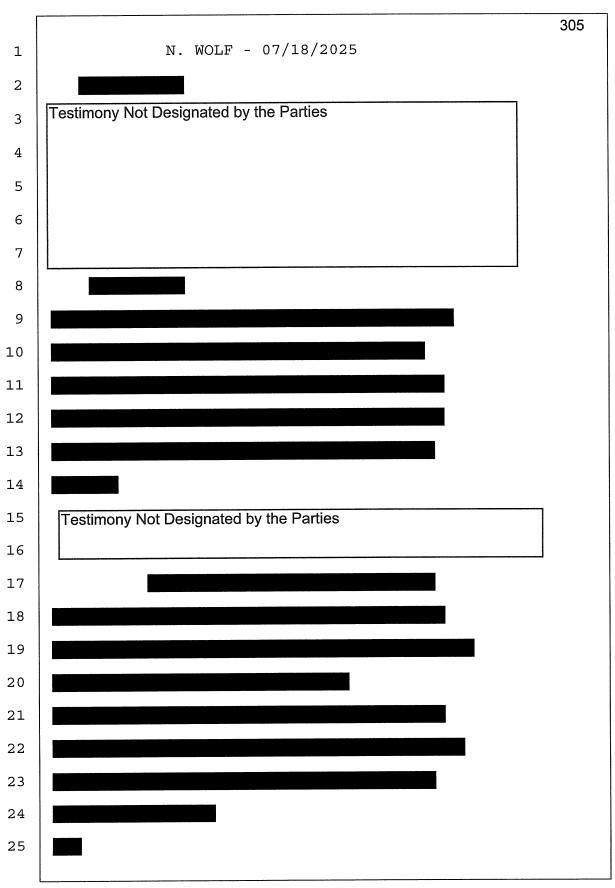


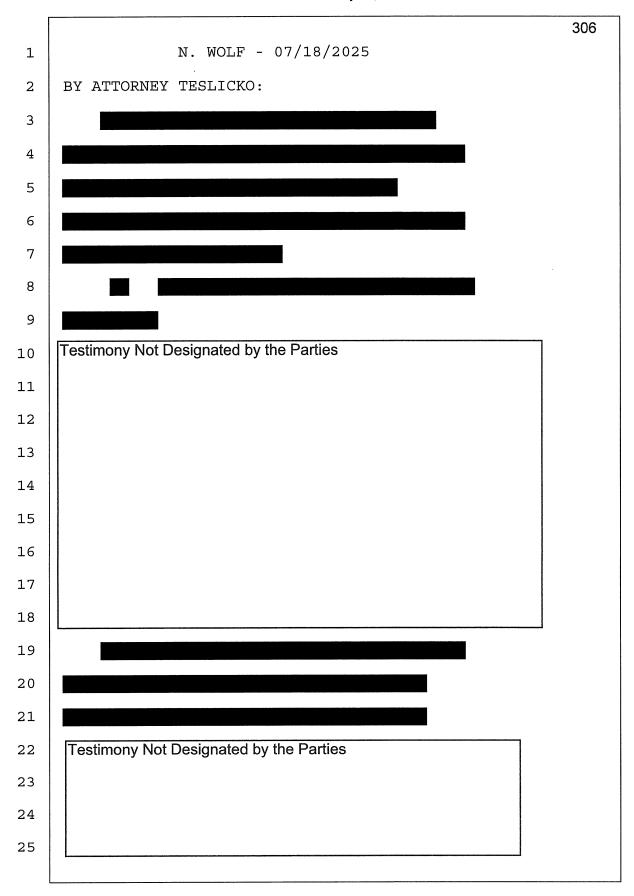


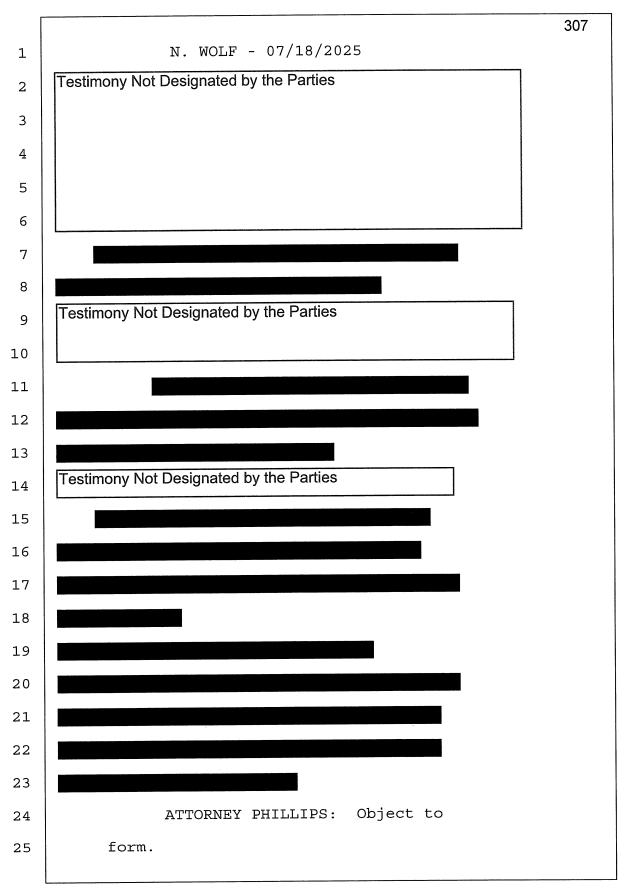
www.LexitasLegal.com/Premier

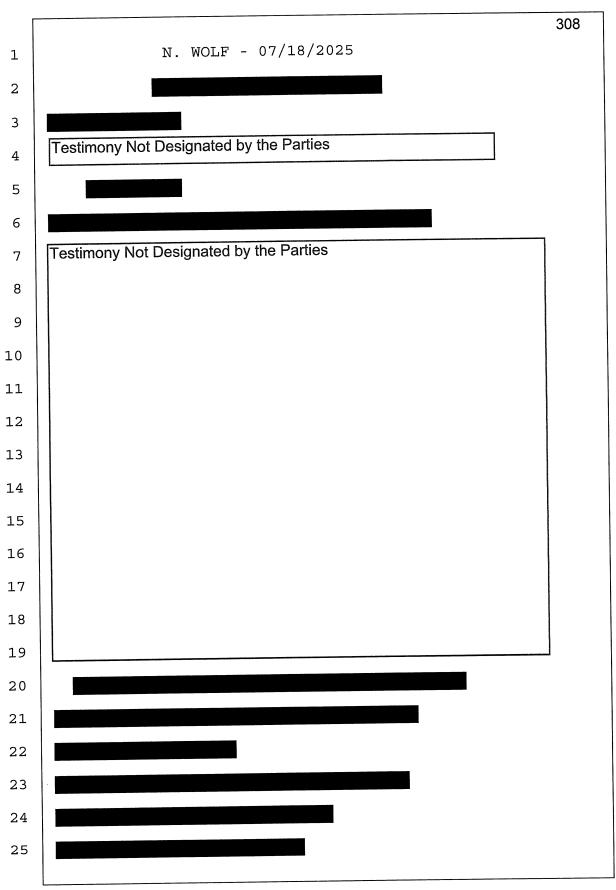
Lexitas

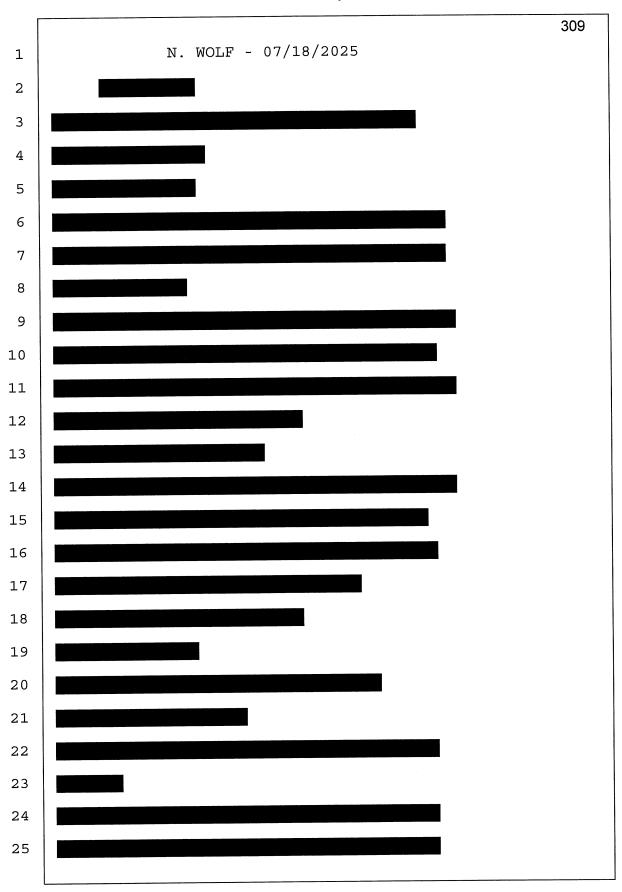
888-267-1200

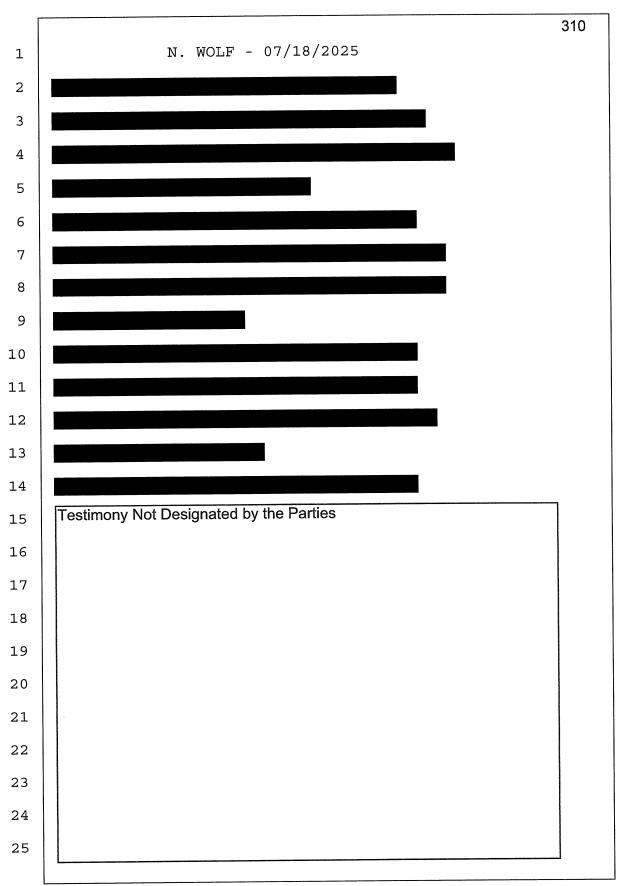




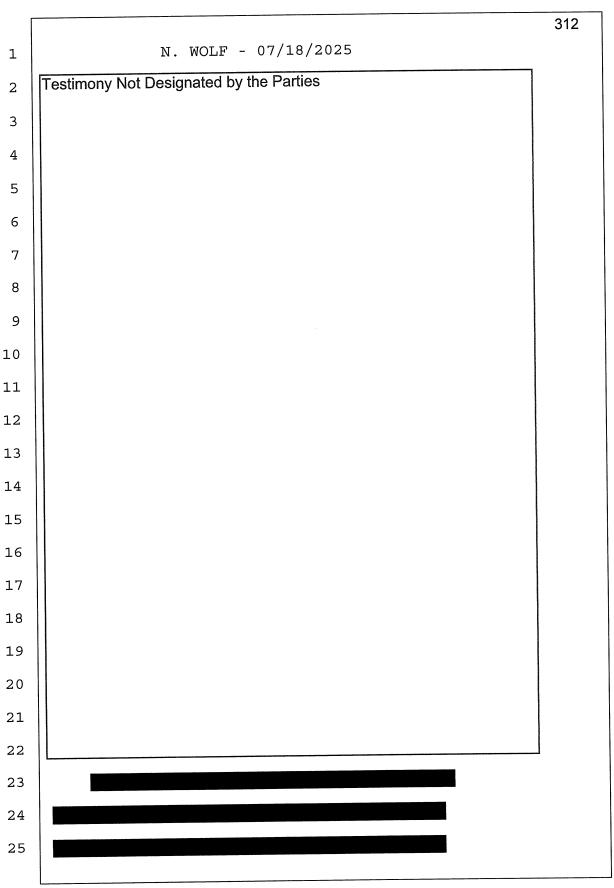


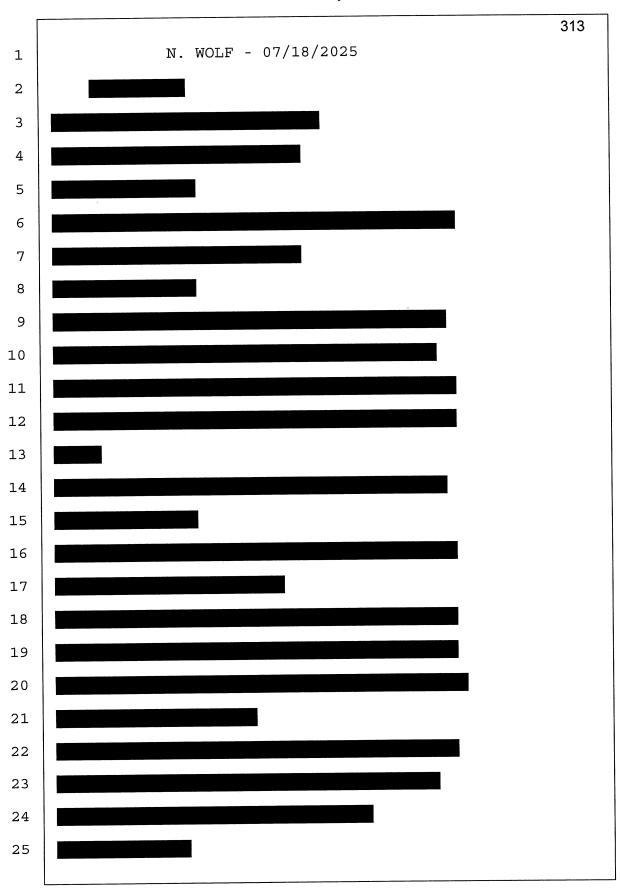


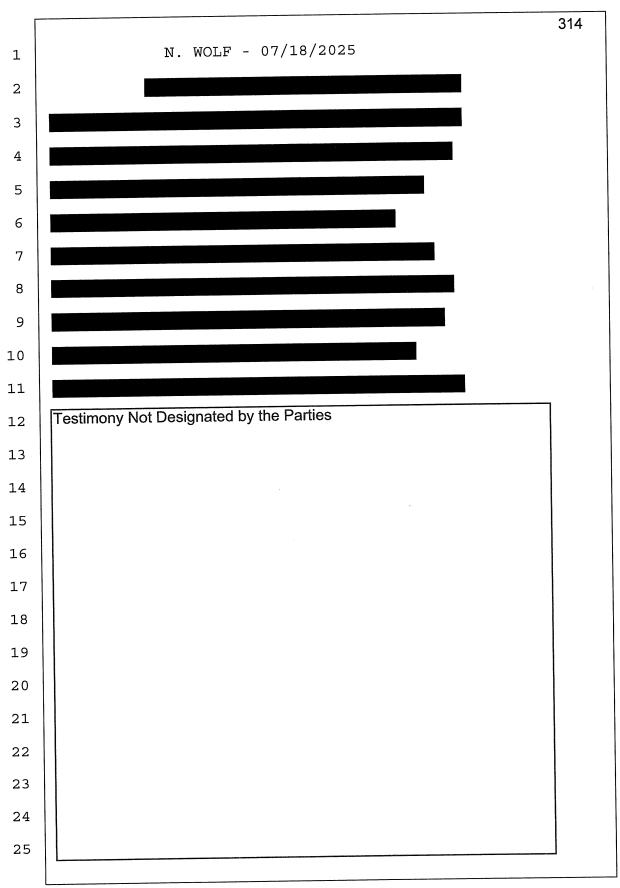


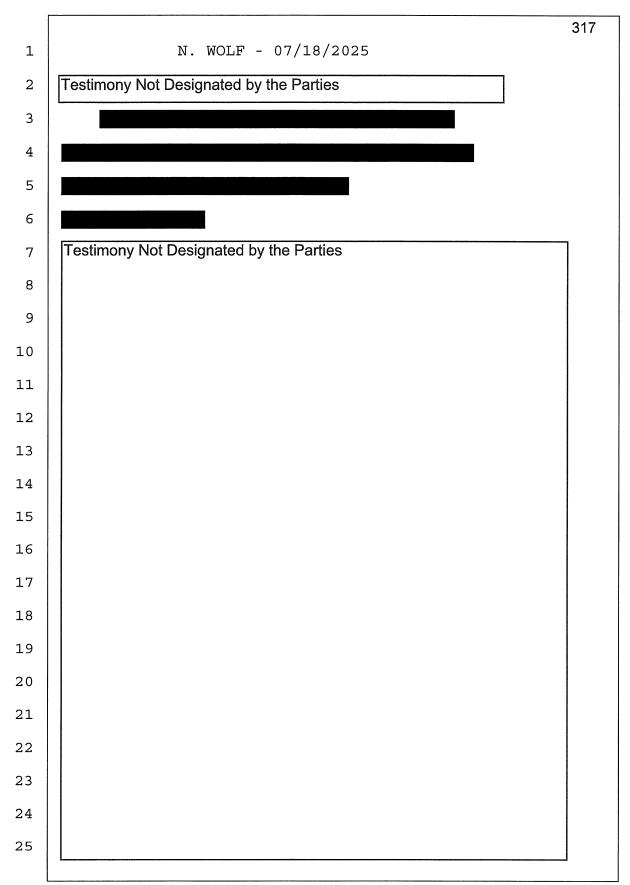


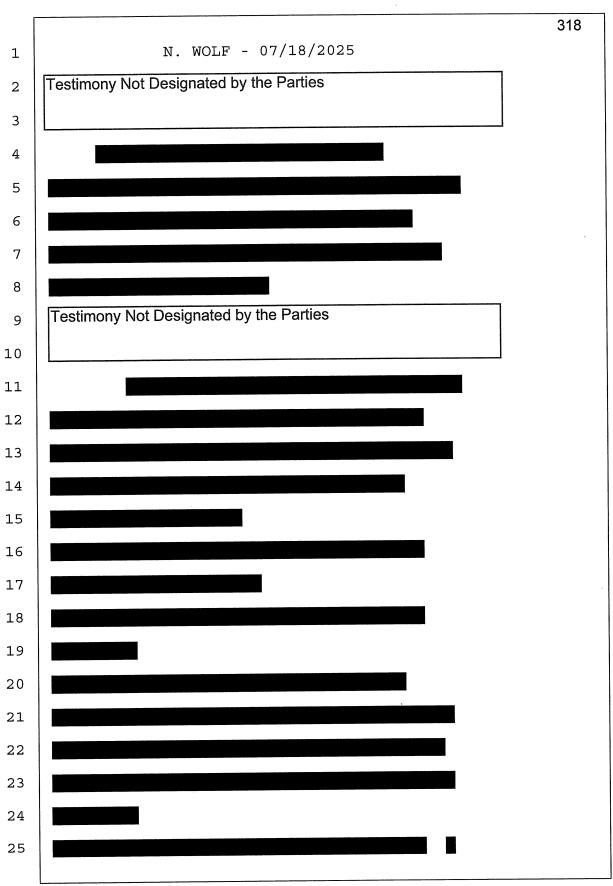
www.LexitasLegal.com/Premier

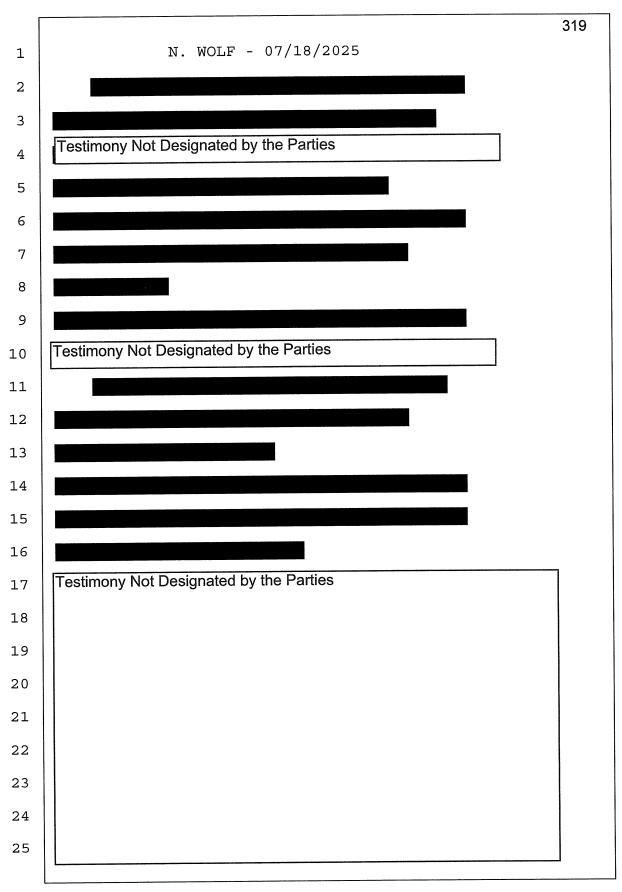




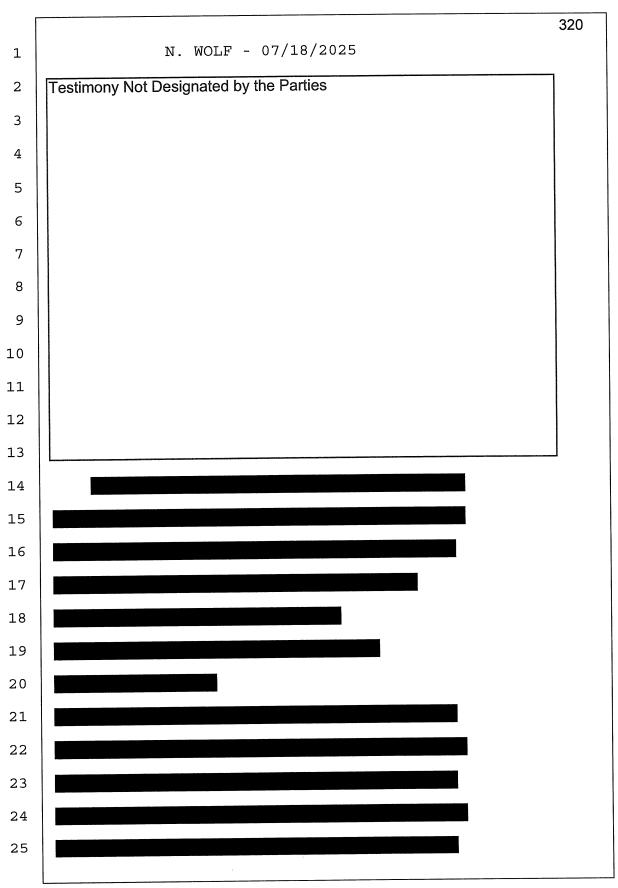


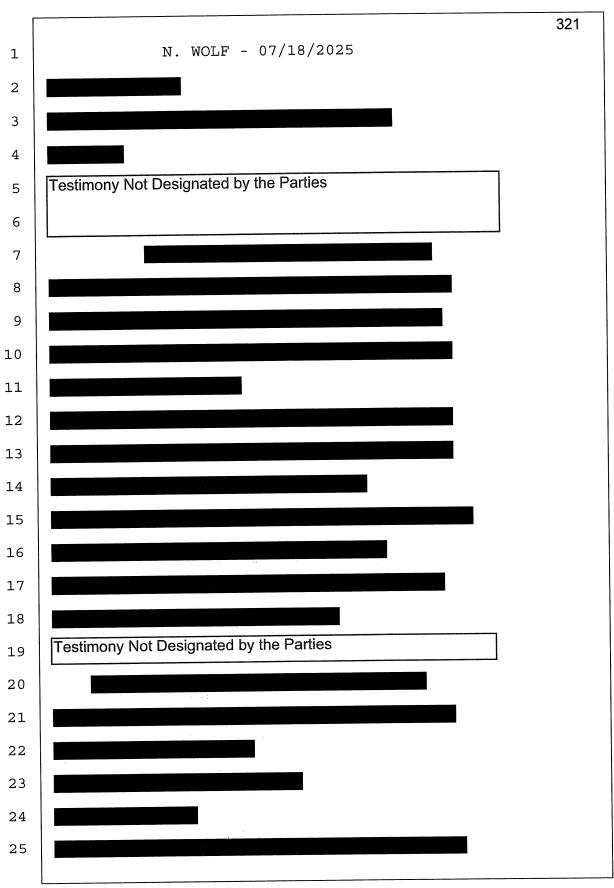


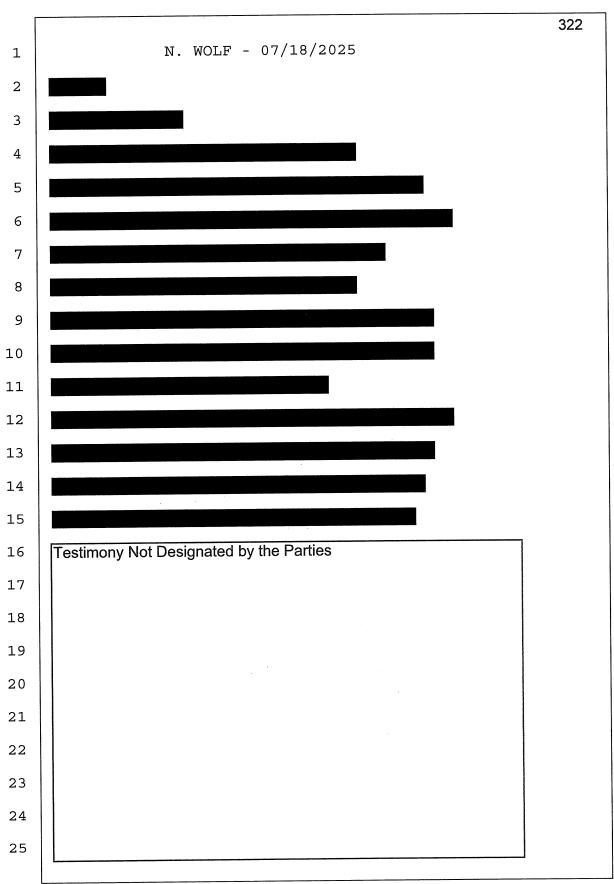




Lexitas



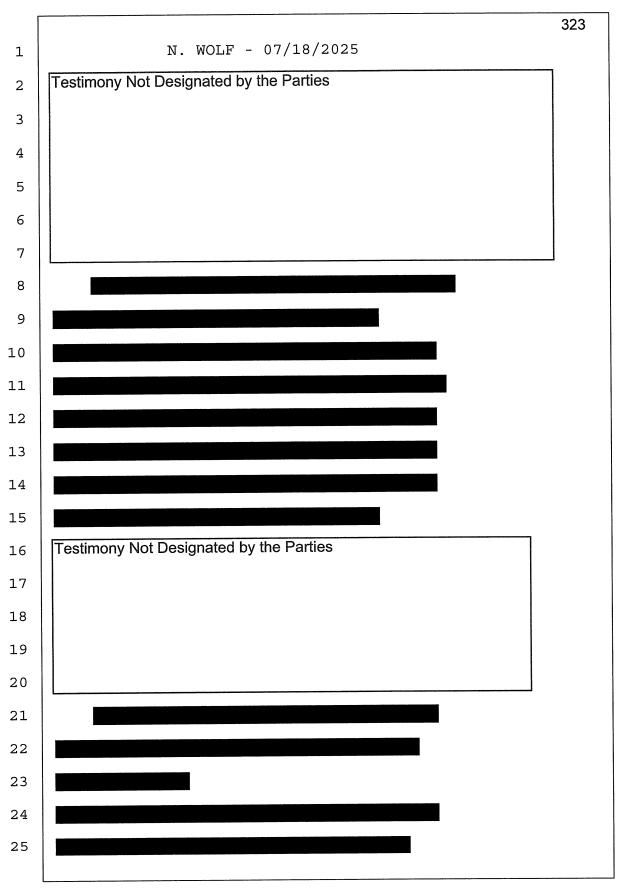




www.LexitasLegal.com/Premier

Lexitas

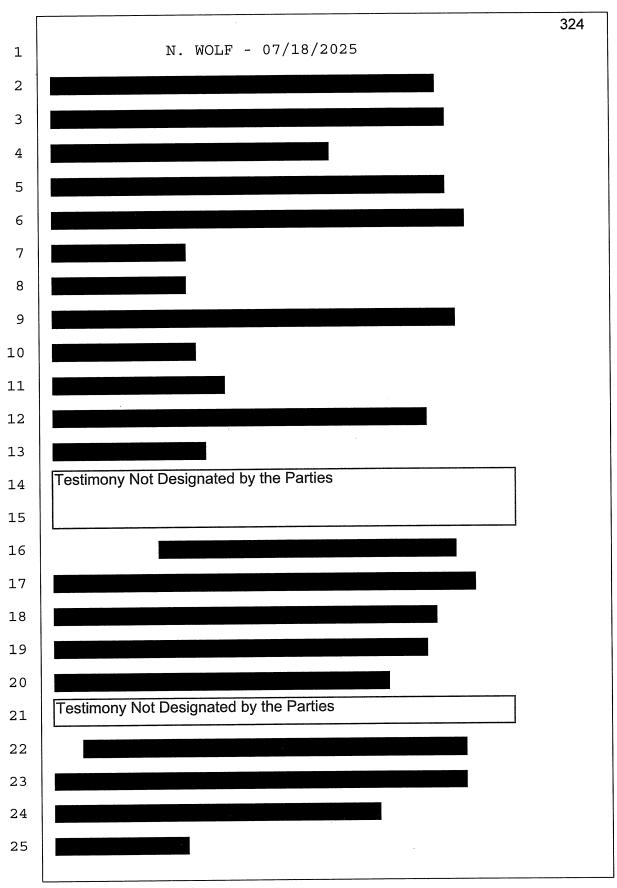
888-267-1200

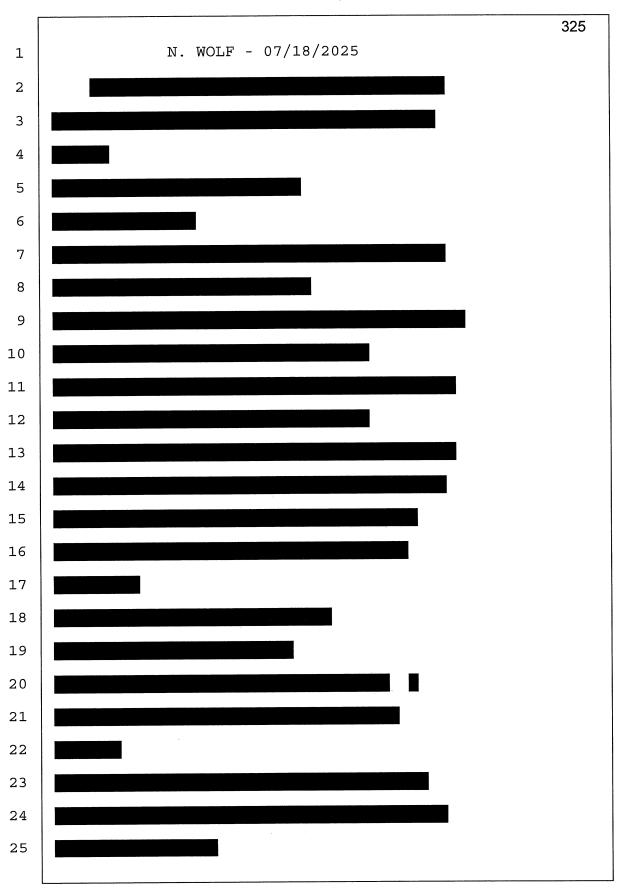


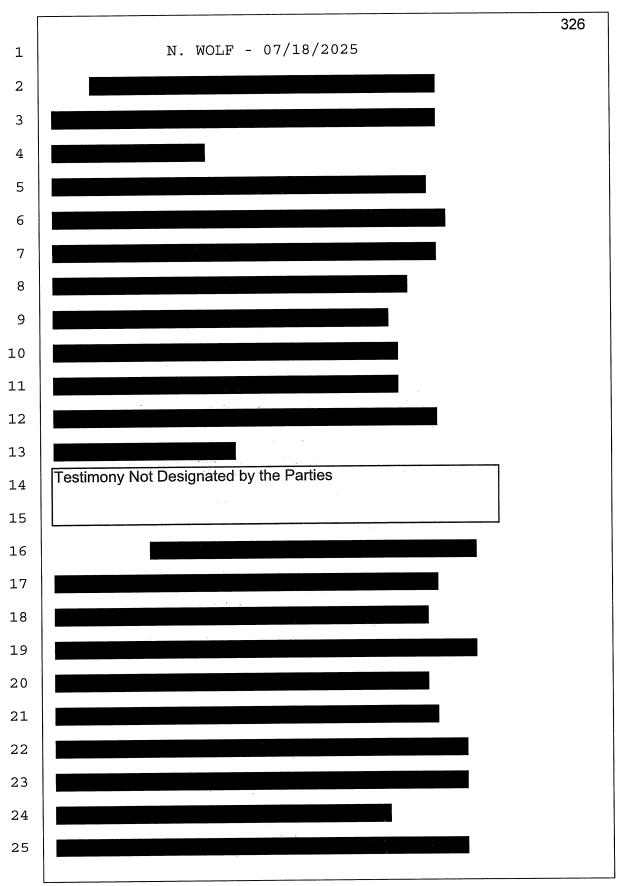
www.LexitasLegal.com/Premier

Lexitas

888-267-1200





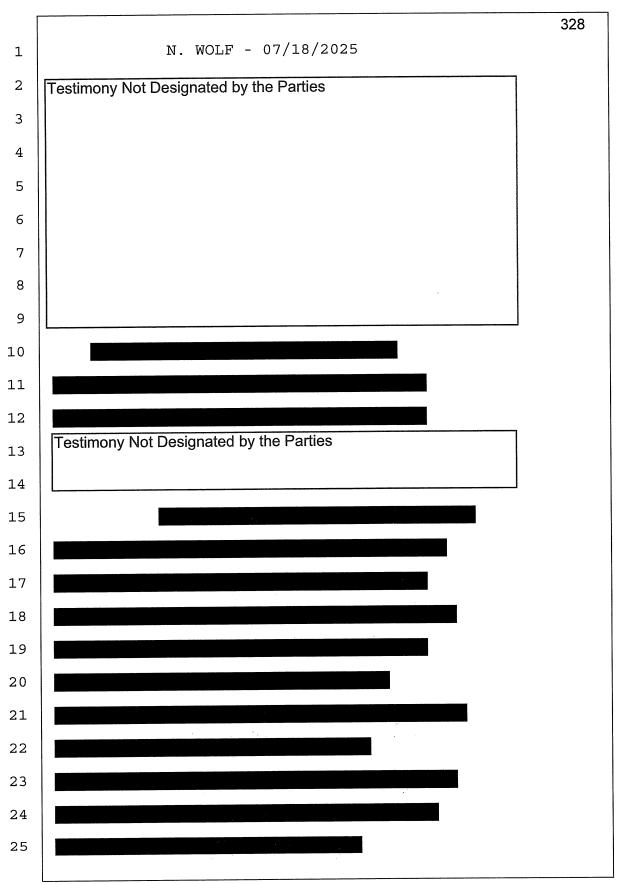


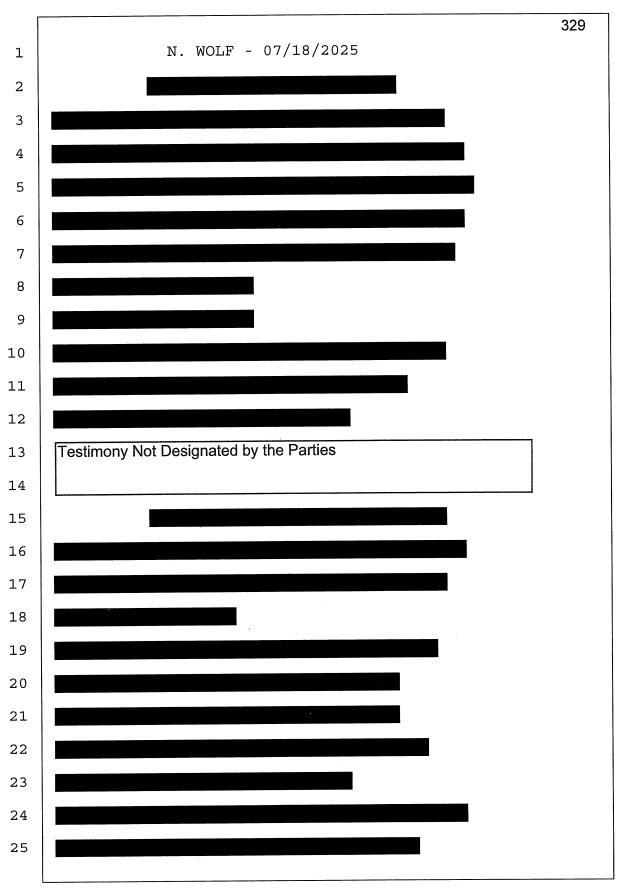
		27
1	N. WOLF - 07/18/2025	
2		
3		
4	Testimony Not Designated by the Parties	
5		
6		
7		
8		
9		
10		
11		
12		
13		
14		
15		
16		
17		
18		
19		
20		
21		
22		
23		
24		
25		

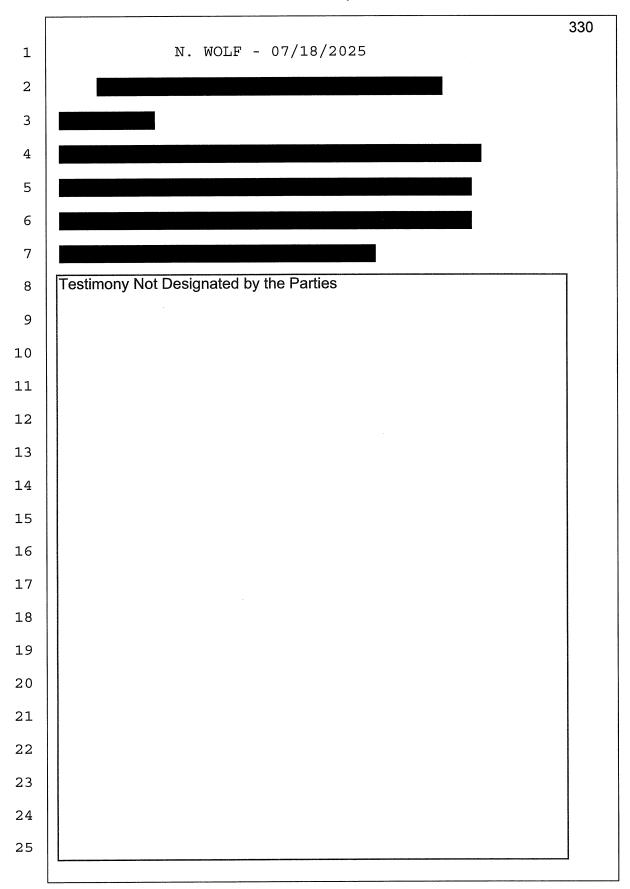
www.LexitasLegal.com/Premier

Lexitas

888-267-1200

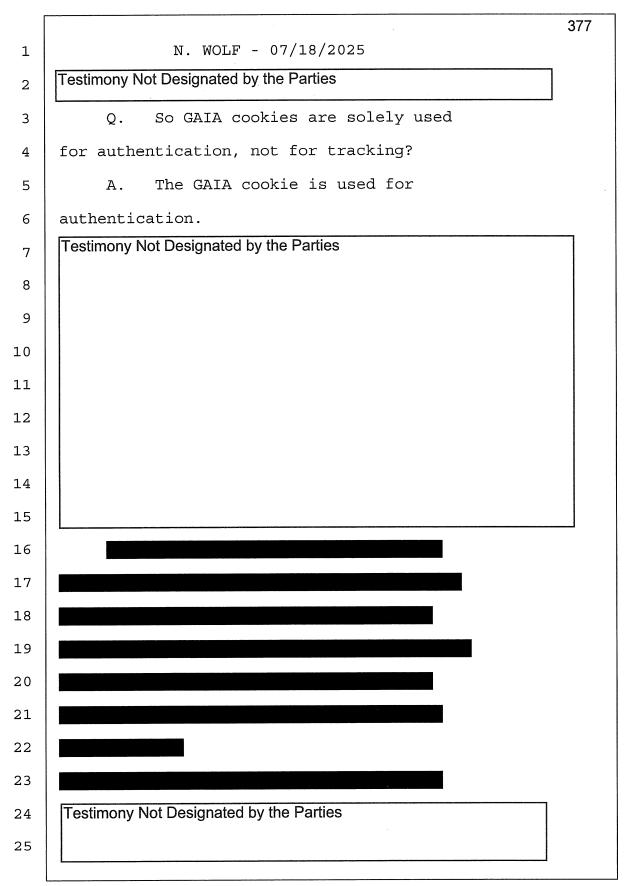




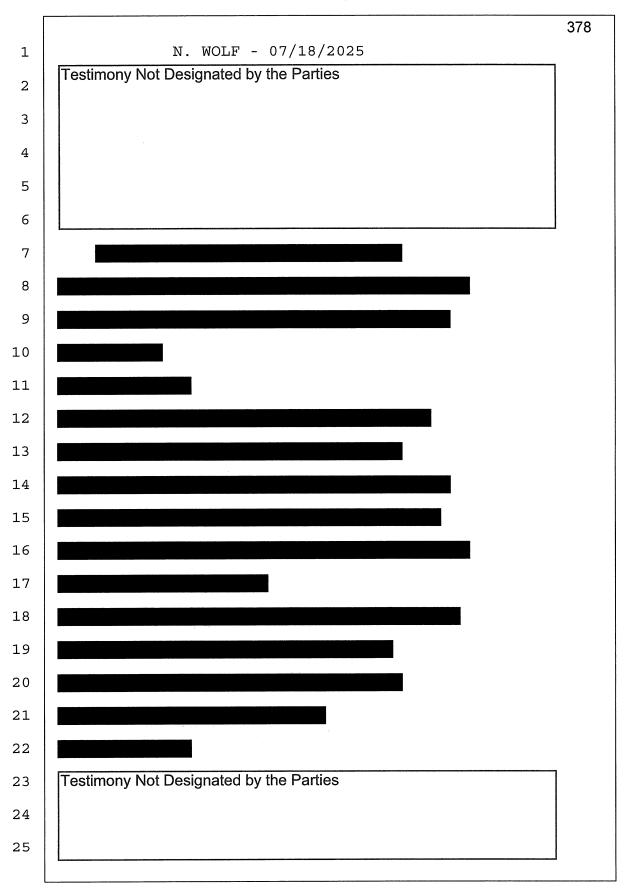


		355
1	N. WOLF - 07/18/2025	333
2	meet with publishers, so that's that's	
3	kind of a given.	
4	There are escalations where I	
5	meet with publishers. There's business	
6	development where I go and meet with	
7	publishers.	
8	It really varies. I don't know.	
9	At least once a month.	
10		
11		
12		
13		
14		
15		
16		
17		
18		
19		
20	Testimony Not Designated by the Parties	
21	Q. What is the nature of escalations	
22	that lead you to meet with publishers?	
23	Testimony Not Designated by the Parties	
24		
25	THE WITNESS: If if	
	1	

		363
1	N. WOLF - 07/18/2025	
2	Testimony Not Designated by the Parties	
3		
4		
5		
6		
7		
8		
9		
10		
11	Testimony Not Designated by the Parties	
12		
13		
14	Testimony Not Designated by the Parties	
15		
16		
17		
18		
19		
20		
21		
22		:
23		
24		
25		



Lexitas



		379
1	N. WOLF - 07/18/2025	
2	Testimony Not Designated by the Parties	
3		
4		
5		
6		
7	Testimony Not Designated by the Parties	
8		***************************************
9		
10		
11		
12		***************************************
13		
14		
15		
16		***************************************
17		
18		4444
19		
20		***************************************
22		
23		***************************************
24		***************************************
25		THE REAL PROPERTY OF THE PERSON NAMED IN COLUMN NAMED IN COLUM